

# LIFE



FUR JACKET

OCTOBER 18, 1948 **20** CENTS  
YEARLY SUBSCRIPTION \$6.00





*Look for this label...it identifies  
the finest wools in the world*

FORSTMANN WOOLEN COMPANY  
PASSAIC, N.J.



*Research keeps*

**B.F. Goodrich**

**FIRST IN RUBBER**

*That's why users get more miles  
with B.F. Goodrich tires!*



**1** **43,275 MILES** on this B. F. Goodrich tire, reports H. D. Anderson of Seattle, Wash. And over surfaces "ranging from . . . desert roads to mountain trails."



**2** "... **NEVER RECEIVED** better service from any tire," says H. L. Smith, Unicorn, Tenn. His B.F.G. tires have gone 30,593 miles, half of it over rocky roads.



**3** "**THESE TIRES** had gone 49,723 miles when the picture was taken and I believe are good for another 10,000," writes P. U. Alexander, Goose Creek, Texas.



**4** **WRITES E. B. PALMER** of Denver: "I drive . . . at comparatively high speeds. This B.F. Goodrich tire has been driven 36,664 miles. It still has a good tread."



**5** **RIDING TESTS** prove B.F.G. tires ride smoother than other regular tires. The stronger cord body, wider road-hugging tread, give you greater safety too.



**6** **WITH THE OPENING** of the world's finest rubber research center, you can look to B.F.G. now, more than ever, for the newest and best in tires.



**PREMIUM SILVERTOWN**  
Highest quality

**B. F. G. EXTRA-CUSHION**  
Easiest riding

**B. F. G. SILVERTOWN**  
Lowest cost per mile

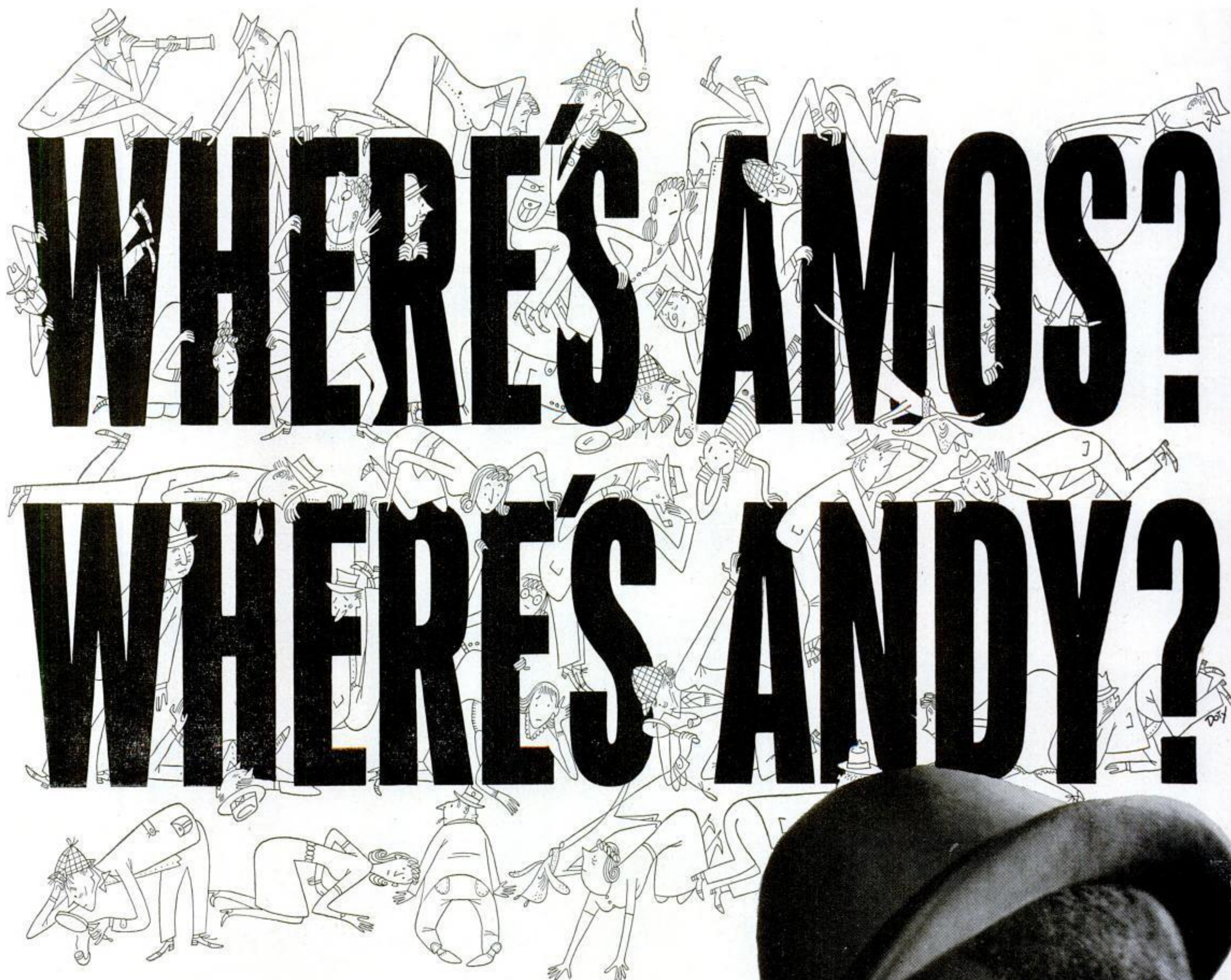
**B. F. G. DEFIANCE**  
Lowest price

This One



OABN-OZA-4EEY





THEY'VE MOVED TO YOUR **CBS** STATION,

EVERY SUNDAY EVENING

New night...

New network...

CBS, coast-to-coast...

Sunday evenings



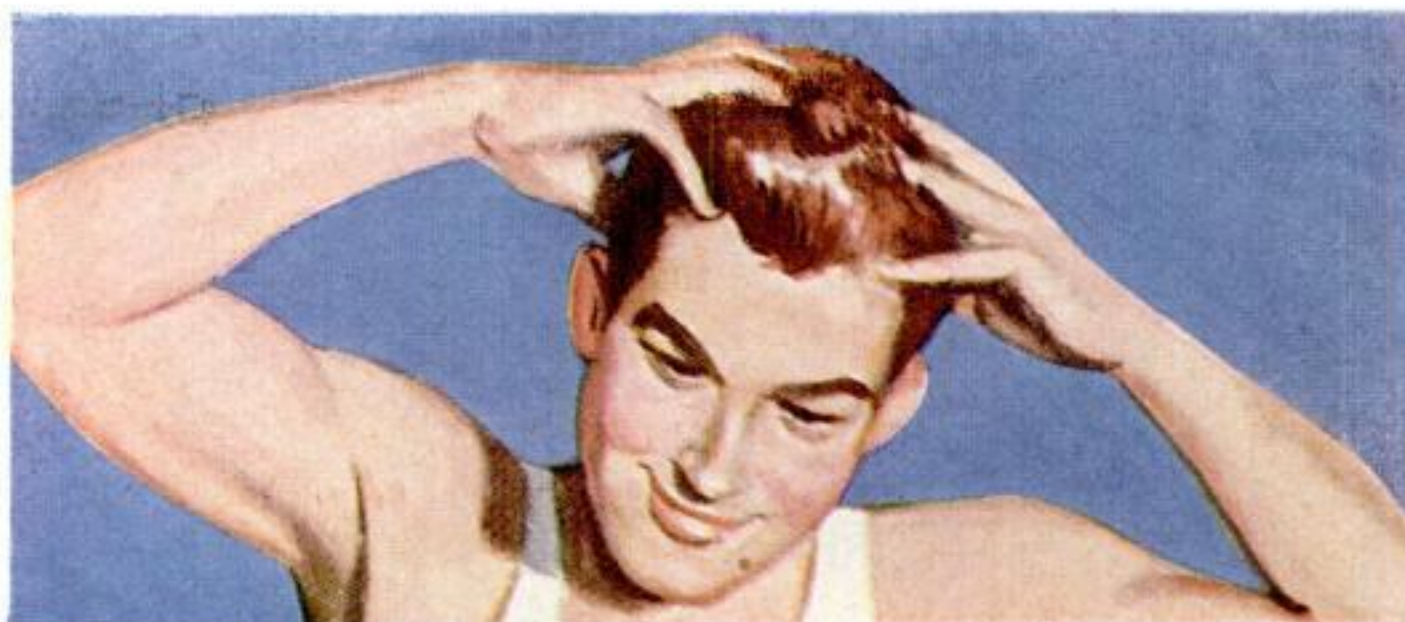
**CBS**

7:30 p.m. Eastern Time  
6:30 p.m. Central Time  
5:30 p.m. Mountain Time  
4:30 p.m. Pacific Time  
5:30 p.m. Pacific DST

Sponsored by Rinso, a Lever Brothers Company Product



like cream hair tonics?



here's the cream of them all!

contains Viratol\*...

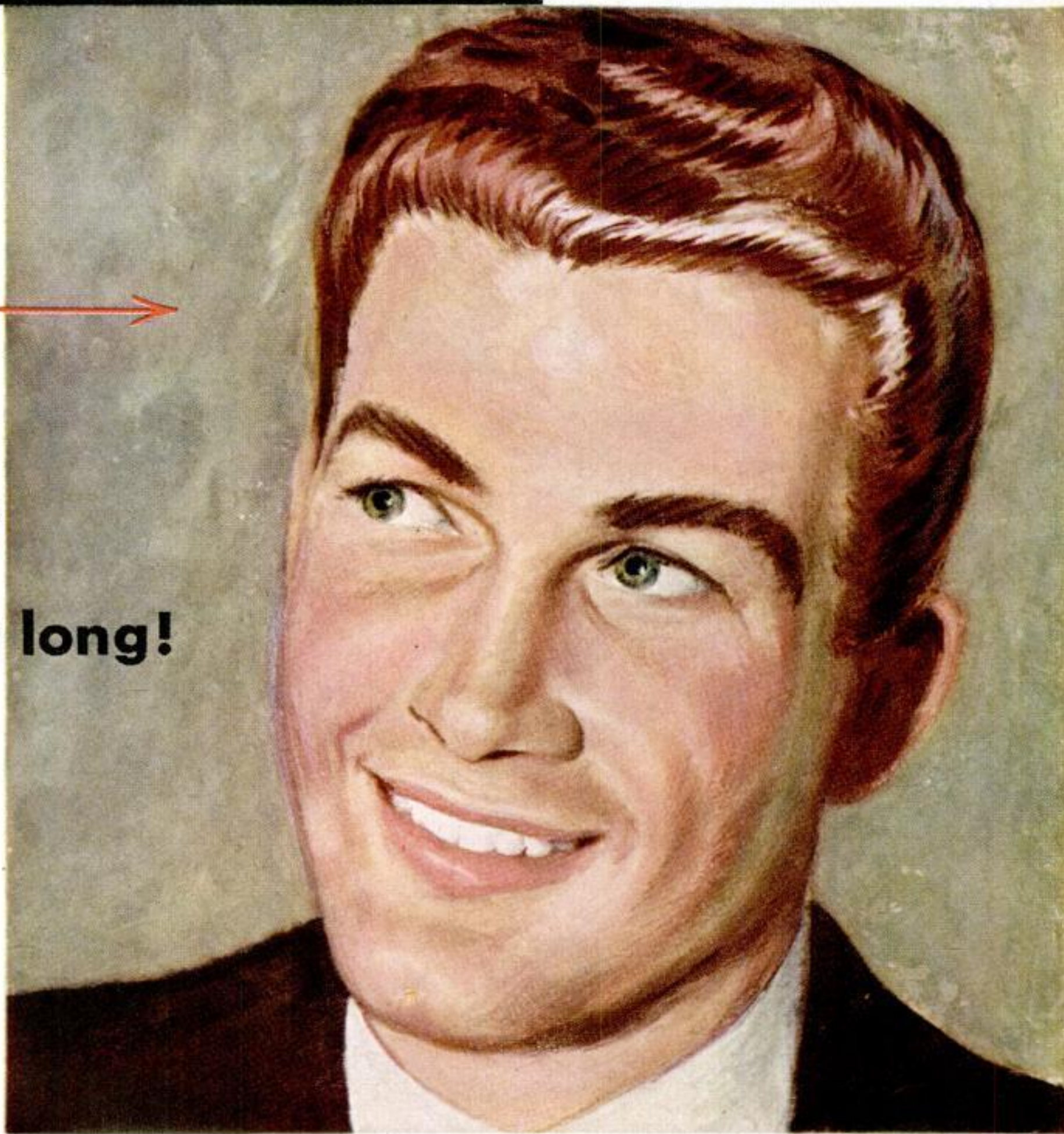
gives your hair  
that "just-combed" look...

all day long!

**NEW FORMULA WITH VIRATOL\***, works wonders in the looks of your hair. Gives it that "just-combed" look . . . all day long. Your hair not only *looks* natural . . . but it *feels* natural and it *stays in place*!

**CONTAINS TRIPLE-A LANOLIN, TOO!** Gives you the combined ingredients for the kind of scalp care you need . . . helps relieve loose dandruff, excessive dryness.

**HOMOGENIZED FOR SMOOTHNESS!** Just the right consistency for year-round easy flow, smoother application.



**new Vaseline Cream Hair Tonic**  
TRADE MARK ®

*\*This special compound gives lustre . . . keeps hair in place without stiffness.*



# NEW DOUBLE VALUE!

## SWIFT'S PEANUT BUTTER IS THE FIRST AND ONLY PEANUT BUTTER TO GIVE YOU

### **1** A HANDY COASTER CAP WITH EVERY JAR

**NEW**

First time ever! The "easy-off" screw caps of Swift's Peanut Butter jars are gay, colorful coasters of sparkling crystal plastic. Like "getting a prize with every package." Nearly three inches in diameter—just the right size to fit nearly any glass. Choice of four beautiful colors. **START TO COLLECT YOUR SET NOW!**

### **2** RESTORED VITAMIN B<sub>1</sub> VALUES FOR EXTRA NUTRITION

**NEW**

Here's a brand-new high energy food for kids—and everybody! A smooth-as-silk peanut butter crammed with *all* the great nutritional wealth nature has so lavishly bestowed on peanuts... high-quality vegetable protein, minerals and B-Complex vitamins. A real "Gold Mine" food.

**MORE  
BOUNCE**



**PER  
OUNCE!**



**LUNCH WITH A PUNCH.** Peanut butter sandwiches, a pint of milk and a tomato or orange constitute a most economical and nutritious lunch—according to eminent dieticians.



**"GOLD MINE" OF NUTRITION.** It's a treasure house of nourishment. Gives you loads of high-quality vegetable protein—plus the key vitamins B<sub>1</sub>, B<sub>2</sub> and Niacin...and Iron, Calcium and Phosphorus as well.



Sure! Let the youngsters eat all they want—and help yourself to this delicious, wonderful new peanut butter made from the very finest hot, fresh-roasted peanuts. Just be sure it's *Swift's* Peanut Butter...*THE* peanut butter with restored vitamin B<sub>1</sub> values. It's a highly digestible and nourishing food.



**25 FRESH ROASTED PEANUTS ON EVERY SLICE OF BREAD.** It's milled so fine and creamy, a single serving (2 oz.) gives you *all* the nutritive value of a whole bag of peanuts on every slice of bread.



## LIFE'S REPORTS



U.S. MAGAZINE FASCINATES GERMANS BECAUSE HITLER IS ON THE COVER

# THE FÜHRER'S FACE

Displayed for the first time since V-E Day, it both pleases and shocks the German people

by DAVID RICHARDSON

One morning recently Germans hurrying past newsstands from Hamburg to Oberammergau suddenly stopped and stared. There, big as life on the cover of a magazine named *Weekend*, was Adolf Hitler. It was the first time since V-E Day that the Führer's face had been displayed in public. Under the grinning countenance of the dictator—the picture had been taken in his happier pre-Omaha Beach days—was that \$64 question printed in bold red letters: "Is Hitler still alive?"

Germans grabbed for copies as though they were one-way tickets to America. The newsstand at Frankfurt's main railroad station sold its quota of 50 copies in less than 20 minutes. A second distributor was so rushed with buyers that he had to telephone for another 100 copies within half an hour. Less than a day after the Hitler cover hit the stands, dozens of telegraphed requests for more copies poured in from Bavaria, including an order for 200 from tiny Berchtesgaden. In Munich more than 3,000 copies went like hot cakes, quickly attaining such value that they soon were selling in the black market for several times the legal price of 40 pfennig.

This startling chain of events was the work of Dick Jones, a 33-year-old former mystery writer from Chicago, who with a small crew of other ex-Stars and Strippers runs *Weekend* as an Occupation picture weekly. Forty-eight hours after the appearance of the Hitler cover he began receiving letters of comment from German readers. The range of sentiments expressed in this fan mail provided a revealing commentary on the state of mind of the people of western Germany today.

Many Germans thanked *Weekend* for giving them another look at the Führer. Some were like Walter Brueggemann, a Frankfurt merchant who wrote, "I still haven't recovered from the surprise. Some of my acquaintances said they thought the picture would afford particular pleasure to the Nazis, but as the Nazis are through anyway,

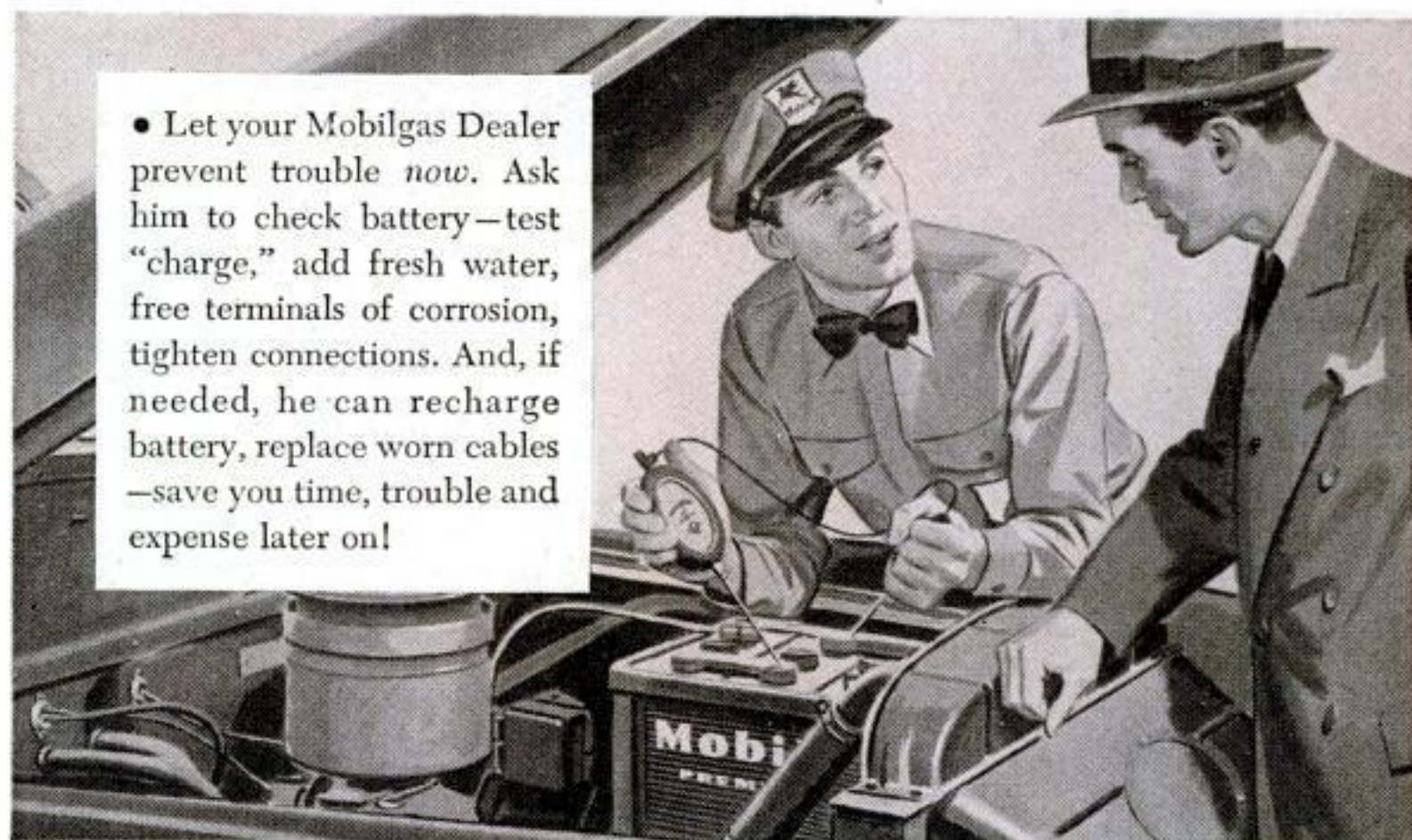
CONTINUED ON NEXT PAGE

## Right Time to Stop In—is



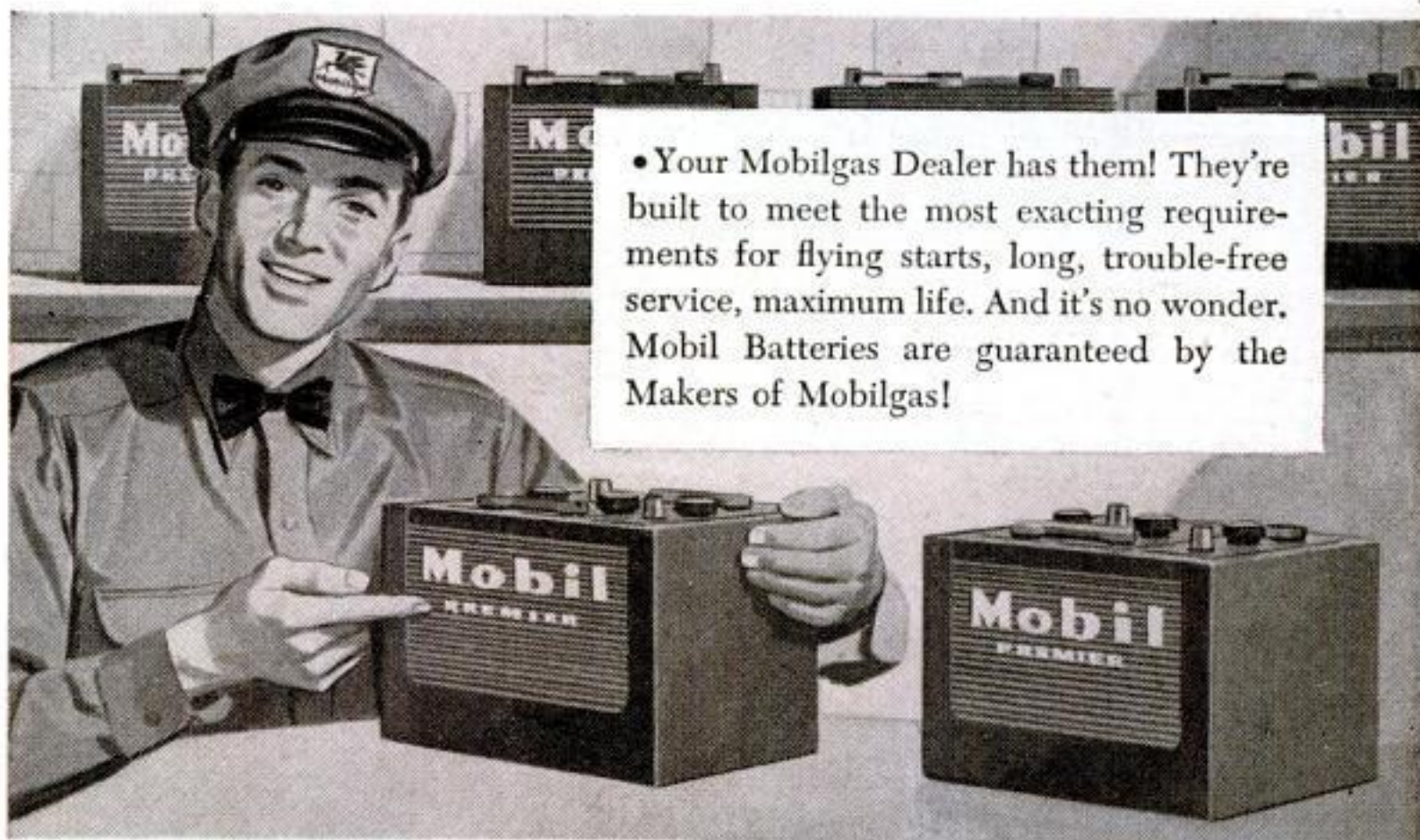
# Before She Won't Start!

Get this Mobil Battery Care!



• Let your Mobilgas Dealer prevent trouble now. Ask him to check battery—test "charge," add fresh water, free terminals of corrosion, tighten connections. And, if needed, he can recharge battery, replace worn cables—save you time, trouble and expense later on!

Rugged Replacements—Mobil Batteries!



• Your Mobilgas Dealer has them! They're built to meet the most exacting requirements for flying starts, long, trouble-free service, maximum life. And it's no wonder. Mobil Batteries are guaranteed by the Makers of Mobilgas!

See Your Mobilgas Dealer!

# Mobil Batteries AND Service



At the Sign of Friendly Service

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.





*"Combing"  
makes the difference*

...that's why **Nashua**  
**combs** the cotton in its  
**Percale Sheets!**

To make sheets silky-smooth, Nashua "combs" the raw cotton with delicate-toothed machines. Out come the short, fuzzy fibers that make ordinary sheets feel rough after washing! Only long, smooth fibers are used, so Nashua Combed Percale Sheets *stay smooth* washing after washing. They're light to launder, yet there's plenty of strength in Nashua Combed Percals—they're specially woven with a tape selvage that absorbs extra strains. Here's luxury sleeping at a price you can afford!

Among the leading stores featuring Nashua Sheets are:

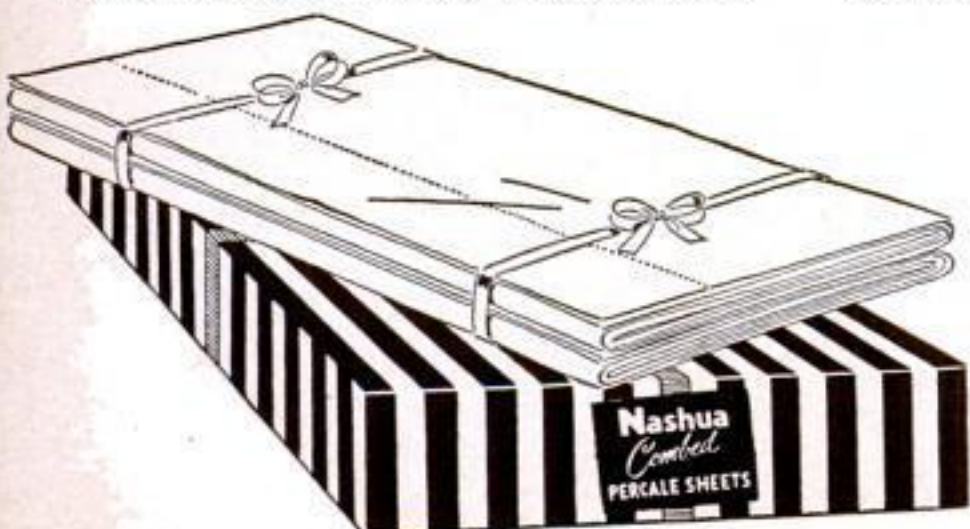
THE MAY CO., Los Angeles, Cal.

WOODWARD & LOTHROP, Washington, D. C.

FAMOUS-BARR CO., St. Louis, Mo.

MACY'S SAN FRANCISCO, San Francisco, Cal.

**Nashua**  
\*Reg. U. S. Pat. Off.  
*Combed*  
**Percale Sheets**



NASHUA MILLS, DIVISION OF TETRON Inc., ALSO MAKES MUSLIN SHEETS  
BLANKETS • INDIAN HEAD® COTTON • SHOWER CURTAINS • HOME FASHION FABRICS

## LIFE'S REPORTS CONTINUED

such small pleasure could do no harm. Most of us, however, were merely amused and intrigued. Amused because a magazine cover of Hitler, once such a familiar sight to all of us, hadn't been seen in Germany for years. Intrigued because it demonstrated that the era of National Socialism, which once had so terrible an impact on the world, now, less than four years later, looks so ancient, so remote. It's like an old Chaplin film or a Marlene Dietrich record. I'd like to thank *Weekend* for having brought this cover to us. Next how about a smiling Goebbels or Göring?"

Other Germans shuddered. "Please, dear sir," pleaded a Frankfurt secretary named Charlotte Schaefer, "let's not have Mussolini, Göring or Goebbels on one of the next cover pages. . . . There are so many beautiful things in the world, why should we have to look in old desk drawers? Please help us forget the evil men."

Wrote a Bavarian named Juer-gen Baumann, "Instead of Hitler a German would much rather look at a sexy girl."

*Weekend's* Dick Jones was already well aware of the eye-appeal of the undraped female form. Inside the magazine, under the title "Hitler's Women," were three nude photographs of voluptuous Eva Braun and her younger sister Gretl cavorting beside a Bavarian lake. To many a German these particular nudes were especially fascinating. Wrote an anonymous Ruhr reader, "We simply don't know what to make of the Eva Braun pictures. During the years of Hitler's rule we were never permitted to know about Eva Braun and I certainly have never seen any photos showing her undressed as you did. Around here no one I know read the article about Hitler; they merely looked at the pictures."

The lead story that gave *Weekend* a logical opportunity for plastering the Führer's face on its cover was written by former Nürnberg War Crimes Judge Michael A. Musmanno. Like the rest of the magazine, it was printed in English. Those bilingual Germans who did take their eyes off the pictures long enough to read the article found it merely a rehash of previous versions of the last days of Hitler. "Hitler is dead," Musmanno declares. "The evidence of his death is conclusive and absolute."

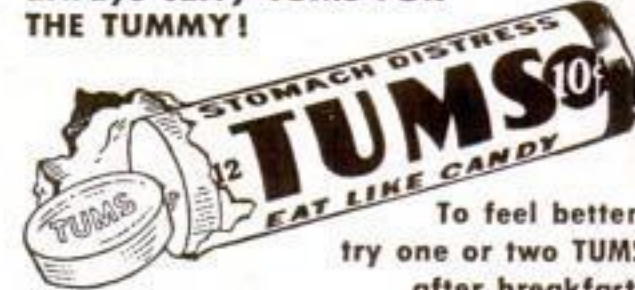
If this article was meant to still the last lingering rumors to the contrary, some Germans found it had a reverse effect; too few of them could or would wade through the 5,000-word article. "I am afraid," wrote a Darm-

CONTINUED ON PAGE 9

Stepping out?  
Don't take along  
acid  
indigestion  
Take  
**TUMS**

Any time late hours and over-indulgence bring on a spell of acid indigestion, try Tums for sweet relief. Taken like candy mints, Tums neutralize excess acid and settle upset stomach almost instantly. You feel better fast! No baking soda (bicarbonate) in Tums. No danger of overalkalizing; no acid rebound. Take Tums!

Night and day, at home or away, always carry TUMS FOR THE TUMMY!



To feel better, try one or two TUMS after breakfast.

QUICK RELIEF FOR ACID INDIGESTION

**(NR)** TUMS are antacid, not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.

**VARICOSE VEINS**  
Need Not Keep You From Having

*Sheer Leg Beauty*

● Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL  
COUPON  
FOR FREE  
BOOKLET  
TODAY



**BELL-HORN**  
*Tropical Weight*  
**ELASTIC STOCKINGS**

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.  
Send me helpful FREE BOOKLET: "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS





#### PLIOFILM IS TOUGH



— you can wrap it around rib roasts, spareribs and poultry, reducing danger of tearing.

#### PLIOFILM IS TRANSPARENT



— you can see instantly what is contained in a bowl, dish or package. Saves time.

#### PLIOFILM IS ODORPROOF



— you can safely keep fish, cheese, melons, without contaminating other foods in refrigerator.

#### PLIOFILM SEALS IN MOISTURE



— you can keep bread, cakes, pastry, fresh longer—PLIOFILM prevents drying out.

#### LOOK WHAT YOU CAN MAKE WITH PLIOFILM



With this wonder material you can easily make bibs, aprons, bowl covers, sweater bags and many other useful articles—by sewing or heat-sealing.

Plio-film—T.M. The Goodyear Tire & Rubber Company

**N**OW you can buy rolls of **Plio-film** — Goodyear's famous food-packaging film — in handy cartons, for kitchen, refrigerator and general household utility use.

You'll cut your grocery bills by wrapping foods and leftovers in **Plio-film**. It keeps them fresh, flavorful and tasty for many extra days—*because it is the only air-moisture-liquid-proof food wrap sold for home use!*

Fruits and vegetables wrapped in **Plio-film** don't wilt or shrivel. Leftovers don't get soggy. Meats keep tender and juicy. Cakes and pastry won't dry out. *Years of commercial use prove it!*

**Plio-film** is odorproof and tear-

resistant. Greasy foods don't harm it. It's the ideal packaging for foods in your home freezer because it's liquid-tight—seals in moisture.

And mark this: *you can use Plio-film over and over again* — it washes easily. You'll find it the most economical and efficient food wrap you ever used!

**Plio-film** household rolls come in 12- and 18-inch widths—big enough for the largest roasts and poultry. Economically priced, at grocery, chain, novelty, hardware, drug, and department stores. If your dealer can't supply you, write Goodyear, Plio-film Dept., Akron 16, Ohio.

# Plio-film



3-way protection against  
air, moisture, liquids

## GOOD YEAR PACKAGING FILM



YOU CAN BE **SURE**..IF IT'S  
**Westinghouse**



See the range that's **SO FINE..SO FAST..SO SURE!**

**LOADS MORE COOKING CAPACITY**  
**Giant Oven . . . 4 Surface Units**  
**plus Portable Econo-Cooker!**

Plenty of room for a 30-pound turkey, a complete meal or 8 loaves of bread in the enormous oven. There's up to 47% more surface cooking space, too, and a separate Portable Econo-Cooker if you wish, that plugs into the Range outlet.

EVERY HOUSE NEEDS A

**Westinghouse Range**



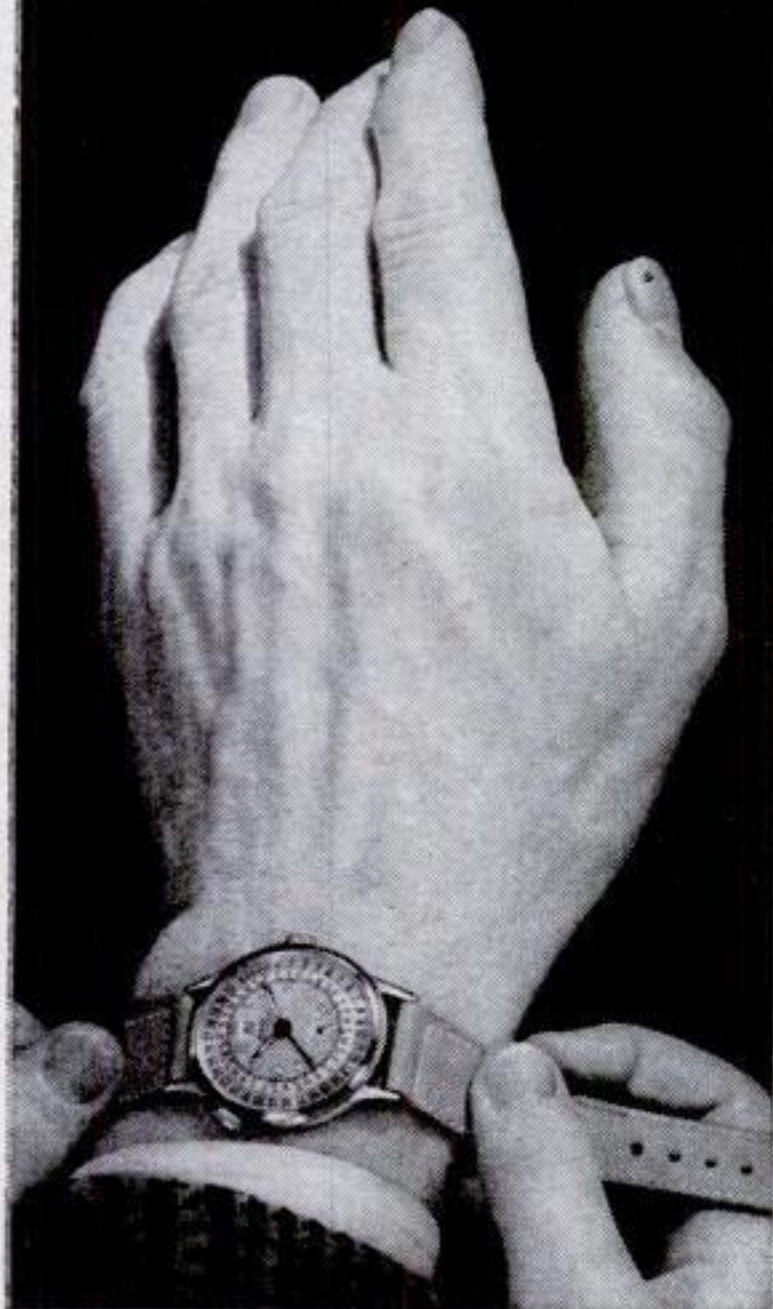
Here it is, the favorite Westinghouse Range of the Year . . . the famous Single-Oven Commander! It's famous for its beauty. Famous for its even, controlled heat that makes meats stay juicier, vegetables retain their health-giving vitamins, baking comes out right every time. Famous for its convenient Single Dial Oven Control, Tel-A-Glance Switches, helpful Signal Lights. Like all Westinghouse Ranges the Commander is superbly automatic, super-fast, thoroughly reliable and very easy to clean. See the new Single-Oven Commander, and other beautiful models at your near-by Westinghouse retailer's now. For better meals . . . for finer, faster cooking, choose Westinghouse.

WESTINGHOUSE ELECTRIC CORPORATION • • • APPLIANCE DIVISION • MANSFIELD • OHIO

TUNE IN TED MALONE . . . EVERY MORNING, MONDAY THROUGH FRIDAY . . . ABC NETWORK



There is always  
a **RIGHT** time ...  
**HARVEL**



## DATE-O-GRAPH

No matter what the occasion, there is no finer gift! The exclusive Harvel DATE-O-GRAPH tells month, date, day, hour, minute, second! 17-jewel movement, stainless steel case with exclusive Multi-Guard features: moisture-, shock-, and dust-resistant, anti-magnetic. \$55, Fed. tax incl. DATE-O-GRAPH is made only by the Harvel Watch Co.



### RIGHT for accuracy

Harvel Watches are the achievement of years of watch engineering and precision manufacture. They carry your jeweler's standard watch guarantee.

### RIGHT for beauty

Harvel watch cases are styled by the world's leading designers.

### RIGHT for price

Simply compare Harvel Watches for quality with any other watch—dollar for dollar. Harvel means value.

SOLD ONLY BY RELIABLE JEWELERS

**HARVEL**

One of the World's Fine Watches

Write us for the name of the Harvel dealer in your city, if your own jeweler cannot supply you.

Harvel Watch Company, Department 410  
Rockefeller Center, New York 20, N. Y.



**HITLER'S EVA**, shown unclad on Bavarian lake, amazed the Germans.

## LIFE'S REPORTS CONTINUED

stadt cook named Anni Bingold, "that if Hitler ever was really dead in the minds of my fellow Germans, you have brought him back to life. You have made a grave mistake, Herr Editor—the pictures just make us think of Hitler as still alive. Many of my neighbors, in fact, think it is just fine to see the Führer once more. It isn't that they really want him back. No, I think it is that they remember the good old days and they think of Hitler as the one who made them good. You must forgive them for this because they have had so much of bad food and cold in winter that it is pleasant for them to look back to better times. It is better, Herr Editor, not to remind people of such things."

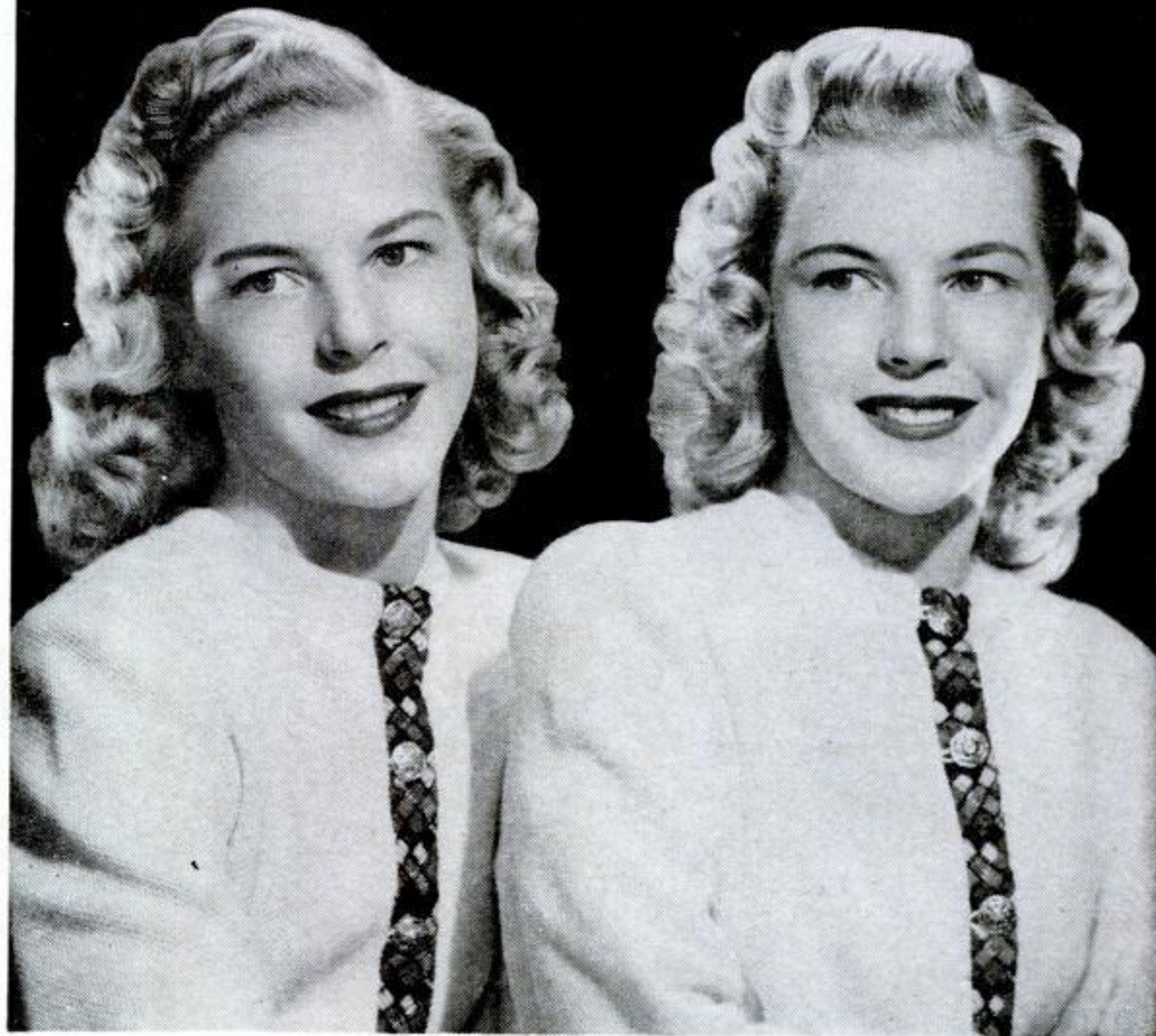
From Stuttgart, however, where a recent census check disclosed the encouraging fact that since the war not a single baby had been christened with the once-popular name of Adolf, came this letter from one Gerard Menning: "I would like to remind you," he wrote, "of an old story that began circulating in Germany even before the war, to the effect that Hitler did have a double. According to this account, this double reviewed parades, attended meetings and spoke to the masses in Hitler's absence while the real Hitler sat undisturbed in his Eagle's Nest on Obersalzberg. Although it's now nearly four years since Hitler's disappearance, discussions as to the possibility that he may still be alive haven't yet ceased. So it was, I think, absolutely necessary to declare categorically that he is dead."

A comrade from Essen indignantly expressed the reaction of German Communists to the *Weekend* story: "So now your propaganda machine has begun a campaign to revive the Nazi spirit! The Hitler cover has already succeeded in raising joyous hopes in fascist minds that their beloved Führer still lives. This most recent attempt by you and your capitalistic fascist masters to win the German people to your new war against the peoples' democracies will fail, for

CONTINUED ON NEXT PAGE

## Which Twin has the Toni?

(see answer below)



## One Permanent Cost \$15...the TONI only \$2

Your mirror will show you . . . your friends will tell you that your Toni Home Permanent is every bit as lovely as a \$15 beauty shop wave. For Toni gives you soft, smooth curls. Curls that look lovely in any weather, wherever you are, whatever you do. But before you try Toni you'll want to know—

### Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

### How much curl will I have with TONI?

You can have just the amount of curl that suits you best—from a wide, loose wave to a halo of soft ringlets. Just follow the simple directions for timing.

### Must I be handy with my hands?

Not at all! If you can roll your hair up on curlers you can give yourself a lovely natural-looking Toni Home Permanent. It's easy as ABC. So easy that every month more than a million women use Toni.

### Will TONI save me time?

Toni puts half-a-day back in your life. For you give yourself a Toni wave right at home—and while the wave is "taking" you are free to do whatever you like.

### How long will my TONI wave last?

It's *guaranteed* to last just as long as a \$15 beauty-shop permanent. You must be satisfied with your Toni Home Permanent or you get back every penny you paid.

### How much will I save with TONI?

You save money not just once with Toni—but *every time* you give yourself a lovely Toni wave! For the Toni Kit with plastic curlers costs only \$2. You can use the plastic curlers again and again. So, for your second Toni Wave, all you need is the Toni Refill Kit. It costs only \$1 . . . yet there's no finer permanent at any price!

### Which twin has the TONI?

Lovely Beverly Dahm says, "I like a loose, natural-looking wave. And that's just what I got with Toni. No wonder Barbara says after this we'll both be Toni twins." Beverly, the twin with the Toni, is at the left.



Listen to "Give and Take"  
2 P. M., EST, Saturday, CBS Network.



You make it...

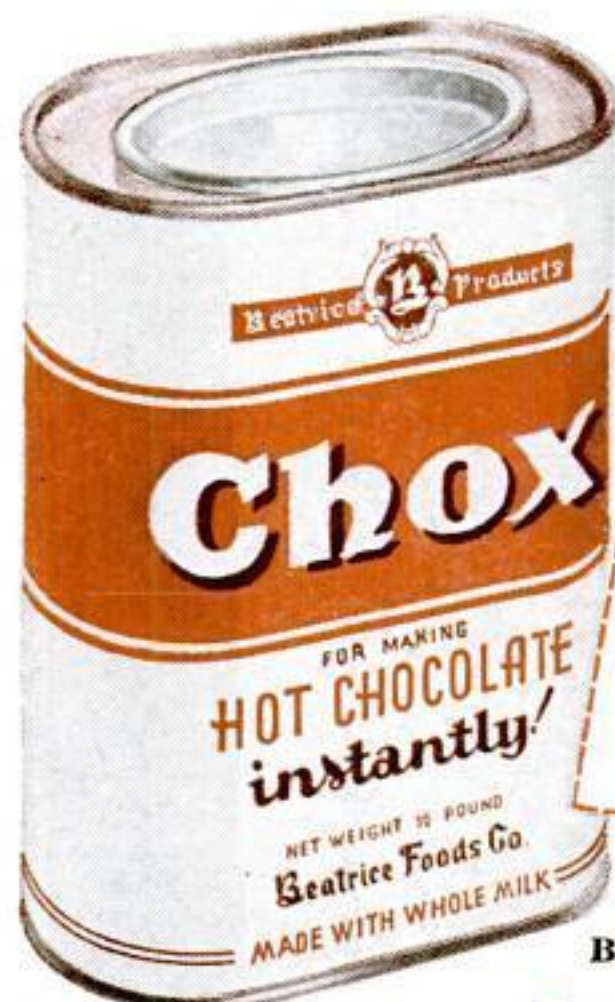


in a minute...

the milk's already in it!



... and **Chox** makes the best cup of hot chocolate you ever tasted.



**Try This Party Treat**  
Serve hot Chox with this fine, chocolate-y

**SPANISH CHOX CAKE**

2 cups sifted cake flour	1/2 cup Chox
1 tsp. baking powder (double action) or 1 1/2 tsp. baking powder (phosphate or tartrate)	1 tsp. baking soda
1/2 cup Meadow Gold Butter	1/4 tsp. salt
1/2 cup Meadow Gold Buttermilk	1 cup sugar
1 tsp. vanilla	2 Meadow Gold egg yolks

Sift flour, Chox, salt, baking soda, baking powder, together 3 times. Cream shortening with sugar until fluffy. Add egg yolks and vanilla; beat thoroughly. Add sifted dry ingredients and buttermilk alternately in small amounts, beating after each addition. Pour into greased loaf pan or two 8-inch layer pans. If in loaf pan, bake in a slow oven (350°) about 40 to 45 min. If in layers, bake at 375° about 25 to 30 min. Ice with your favorite topping.

Beatrice Foods Co.

Your grocer has **Chox** Start enjoying it today!

#### LIFE'S REPORTS CONTINUED

you have underestimated the new democratic spirit of the German people."

German newspapers, which have been treating the subject of Hitler rather gingerly since the war, lost no time in snapping up exclusive German-language rights in various cities to the Musmanno story. A brand-new German picture weekly blossomed with a similar idea. By a not-so-strange coincidence it was named *Wochenende* and its cover featured a big picture of Eva Braun, together with the first installment of a "sensational document" purporting to be Eva's diary. Unfortunately for its readers, however, the new magazine was able to print the diary only as far as 1937 before a Munich court halted its further publication. "This so-called diary," said the court, "is erroneous and contains a number of obscenities." Furthermore declared the court, "The diary's continuance would do damage to the memory of a dead person." In order to save the memory of Eva from further damage and, incidentally, to assure its readers that they wouldn't be let down just when Eva's memoirs were promising to get spicier, *Wochenende's* editors generously promised to continue publishing the "diary" without mentioning Eva's name.

Although *Weekend's* Hitler cover proved a terrific boon to the new magazine, which was started as a commercial venture three months ago on little more than a few thousand dollars and plenty of optimism, Editor Jones says he has been kicking himself ever since the issue came out for not realizing the great demand the Hitler story would have and jumping his print run accordingly. His usual German circulation is 20,000 copies. "One meets people every day," a German editor wrote Jones, "who still talk with a certain pride of Hitler's regime and look scornfully down upon the weak German governments of today. It might well happen, therefore, that many German readers will save the Hitler cover picture to replace the ones they threw away three years ago in their rage at Germany's defeat." By order of the American Military Government hanging pictures of Hitler in German homes is still *verboten*, but nobody has laid down one rule yet about the cover of an American magazine.

All that could be safely concluded from the stir created by the reappearance of the Führer's face was that Adolf Hitler's impact on Germany was still so powerful that even his ghost could be expected to evoke interest among Germans for some time to come.

THE HOLE IN THE HEAD

No biting off end  
-Draws easily



Man to man-smoke  
**ROI-TAN**



The "North Bay"

Here's what they call a coat in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Laskinlamb collar, lambskin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.





BRONZE TWILIGHT, 30 denier,  
for tweeds in neutral tones...  
taupes, smoky greys, grey-blues.



CAT'S EYE GREEN, 20 denier,  
for town wear with deep greens,  
amber, tortoise, rich browns.



BLACK SABLE, 15 denier,  
for gala dates... with garnet red,  
purples, blacks, Druid grey.

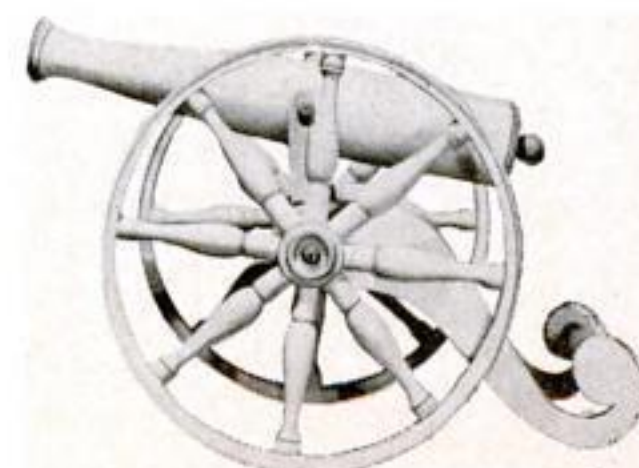
## *not just nylons...but a Wardrobe of Cannon Nylons*

CANNON NYLONS for every costume—that's the newest idea in stocking shopping! And here, Cannon presents a morning-noon-and-night trio, in colors designed to melt right into smart fall fabrics.



JEWELS BY HARRY WINSTON

Beautifully sheer (even in businesslike deniers). Full-fashioned. Proportioned lengths. And made with Cannon's wonderful *elasticity* that means *extra-clinging* ankle fit! Start building *your* Cannon Nylon Wardrobe, today. Cannon Mills, Inc., 70 Worth St., New York 13, N. Y.



COPR. 1948 CANNON MILLS, INC.





"Sugaring-off Party in Vermont in 1850." The young folks loved to invade the sugar camp and enjoy fresh-made maple sugar cooled in the snow.

## The real maple sugar flavor you've longed for !

For Vermont Maid Syrup, our skilled blenders select maple sugar that is unusually full-flavored; then blend it with cane sugar. This blend gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious.

Enjoy Vermont Maid Syrup today. Your grocer now has it in attractive glass jugs, ready for your table.

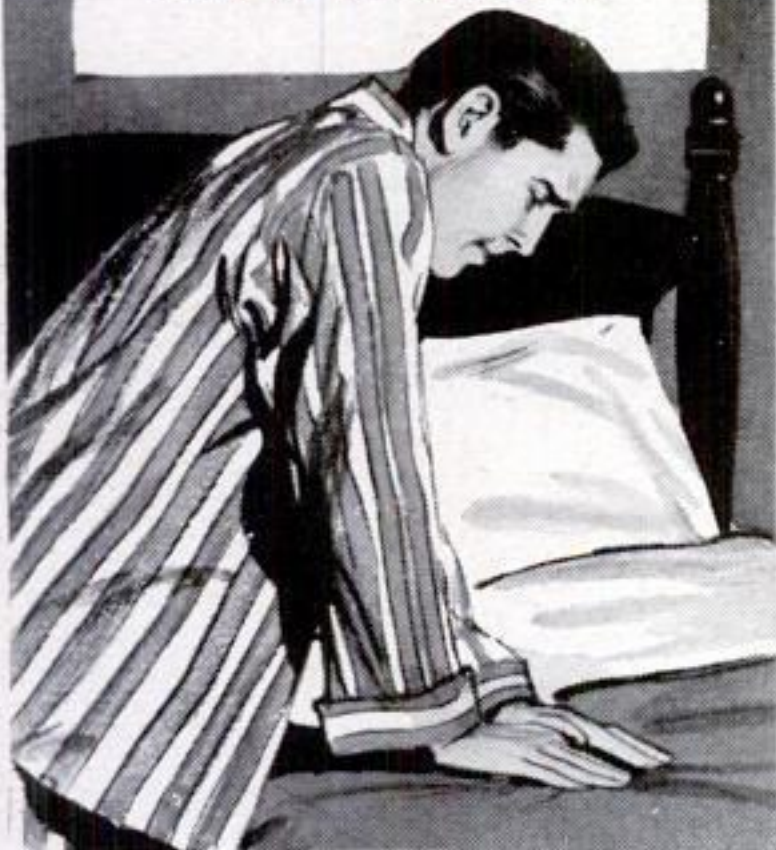
Penick & Ford, Ltd., Inc., Burlington, Vermont.



© 1948, P & F., LTD., INC.



## DON'T ACCUSE AN INNOCENT MATTRESS!

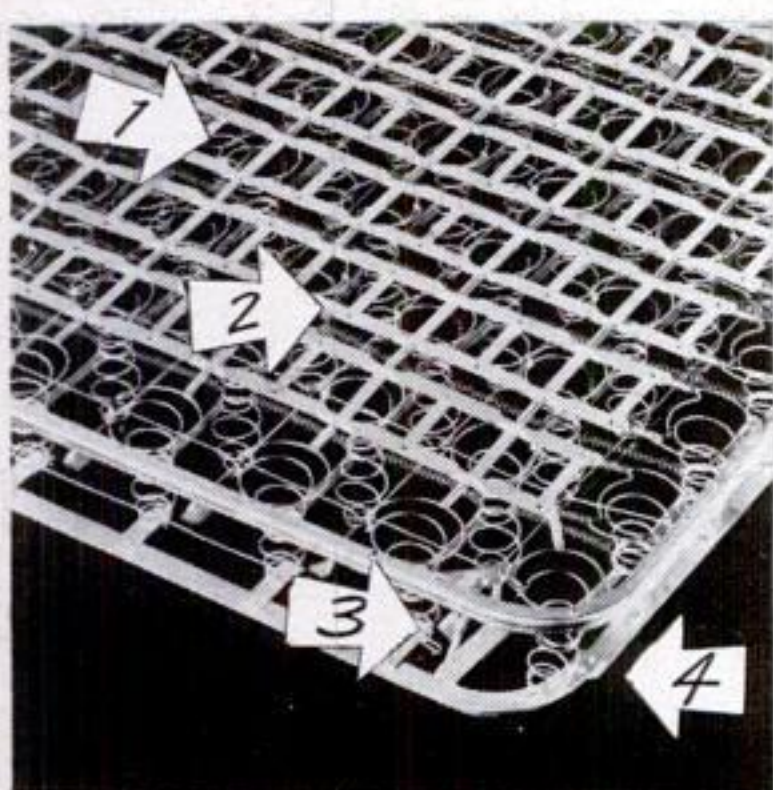


### Your bedspring may be Guilty of spoiling your sleep!

Bed uncomfortable? Your mattress may be innocent. Your *bedspring* may be the culprit!

Surveys show that over *half* the bed-springs in the country are too *old-fashioned . . . too worn out!*

What you need is a new bedspring—and a *better* bedspring—ACE Spring, made only by Simmons! Here's the reason!



### Why ACE is a better bedspring!

1. No sagging "link" springs. ACE has 99, deep, double-deck coils.
2. No obsolete "open coils." ACE has a special "lattice" platform to give your mattress *full support*.
3. ACE has 2 "no-sway" stabilizers. Won't twist, sway, or creak!
4. Rounded corners mean no more torn bedclothes!

At leading department and furniture stores, \$29.50.

*Only SIMMONS  
makes ACE SPRING\**

Other Simmons Quality Products:

Famous Beautyrest Mattress,

Electronic Blanket, Deepsleep Mattress,

Hide-A-Bed Sofa, Babybeauty Crib Mattress

\*TRADE-MARK REG. U. S. PATENT OFFICE  
© 1948, SIMMONS CO., MOSE. MART, CHICAGO, ILL.

# LIFE

EDITOR-IN-CHIEF..... Henry R. Luce  
PRESIDENT..... Roy E. Larsen  
EDITORIAL DIRECTOR... John Shaw Billings

### BOARD OF EDITORS

Daniel Longwell..... CHAIRMAN  
Joseph J. Thorndike, Jr.

### MANAGING EDITOR

Wilson Hicks..... EXECUTIVE EDITOR

### ASSISTANT MANAGING EDITOR

Edward K. Thompson

### ART DIRECTOR

Charles Tudor.....

Joseph Kastner, Robert Coughlan,  
Philip H. Wootton, Jr., Oliver Jensen,  
Sidney L. James, Fillmore Calhoun,  
Maitland Edey

### SENIOR WRITERS

Noel F. Busch, John Chamberlain,  
Charles J. V. Murphy, Winthrop Sargeant.

### ASSISTANT EDITORS

Herbert Brean, Gene Cook, Jay Gold, Ernest Havemann, John Jenkinson, Richard W. Johnston, Sally Kirkland, Percy Knauth, Kenneth MacLeish, John Peter, Tom Pridoux, Lilian Rixey, Maria Sermolino, John Thorne, Margit Varga, Robert Wallace, Robert Wernick, A. B. C. Whipple.

### REPORTERS

Earl Brown, Robert Campbell, John Dille, Gene Farmer, John Haverstick, Jeanne Perkins, Coles Phinizy, Irene Saint, Claude Stanush, Bishop White.

### RESEARCH STAFF

Marian A. MacPhail..... CHIEF  
ASSISTANTS: Jo Sheehan, Joan Werblin,  
Valerie Vondermuhl, Helen Deuell.

RESEARCHERS: Jane Armor, Mary Augustine, Constance Babington-Smith, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Patricia Beck, Tom Carmichael, Kay Doering, Hilda Edson, Phyllis Feldkamp, Jean Ferriss, Honor Fitzpatrick, Constance Foulk, Nancy Genet, Shirley Herzog, Jacquelyn Hinds, Marjorie Iseman, Edward Kern, Marjorie Kreiselman, Mary Leatherbee, Jeanne LeMonnier, Joan Lewine, Geraldine Lux, Hildegarde Maynard, Joann McQuiston, Dana Munro, Joan Paterson, Doris Pullen, Norman Ross, Dorothy Seiberling, Jane Shaner, Kathleen Shortall, Jeanne Stahl, Lucille Stark, Margaret Swope, Rachel Tuckerman, Jane Wilson, Monica Wyatt, David Zeitlin.

### PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert Girvin, Ray Mackland, Dorothy Hoover, O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birns, Cornell Capa, Edward Clark, Ralph Crane, Loomis Dean, David Douglas Duncan, Alfred Eisenstaedt, Eliot Elisofon, J. R. Eyerman, N. R. Farman, Andreas Feininger, Albert Fenn, John Florea, Herbert Gehr, Fritz Goro, Allan Grant, Bernard Hoffman, Martha Holmes, Yale Joel, Mark Kauffman, Dmitri Kessel, Wallace Kirkland, Nina Leen, Anthony Linck, Thomas McAvoy, Francis Miller, Ralph Morse, John Phillips, Michael Rougier, Walter Sanders, Frank Scherschel, George Silk, George Skadding, W. Eugene Smith, Peter Stackpole, Charles Steinheimer, William J. Sumits.

PICTURE RESEARCHERS: Muriel Ballard, Jane Bartels, Mary Carr, Margaret Goldsmith, Natalie Kosek, Ruth Lester, Maude Milar, Helen Rounds, Margaret Sargent, Muriel Trebay.

### LAYOUT

Michael Phillips, Bernard Quint, William Gallagher, Hilde Adelsberger, Matt Greene, Earl Kersh, Anthony Sodaro, Frank Stockman, Dorothy Witkin, Alfred Zingaro.

### NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen Robinson, Dorothy Sterling, Jean Snow, Bureau Heads—Washington: James Shepley; Chicago: Hugh Moffett; Los Angeles: Jack Beardwood. Correspondents—Washington: Lawrence Laybourne, Don Morris, Patricia Smith; Chicago: Frank Campion, John Bryson, Helen Douglas, Arnold Sagalyn; Los Angeles: Elmer Lower, Oliver Allen, Robert Drew; Atlanta: William S. Howland; Boston: Jeff Wylie, Richard Wilkes; Dallas: Holland McCombs, Milton Orshefsky; Denver: Barron Beshoar; Detroit: Fred Collins; San Francisco: Martin O'Neill, Arthur Shay, Margot Shore.

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch. Bureaus—London: Eric Gibbs, George Caturani, Frances Levison, Alice Crocker, Monica Horne; Paris: Andre Laguerre, John Boyle, Barbara O'Connor, Mathilde Camacho; Berlin: Emmet Hughes, Will Lang, David Richardson; Rome: George E. Jones, Lee Eitington; Istanbul: Robert Low; Near East: Donald Burke, John Luter; New Delhi: Robert Lubar; Shanghai: Roy Rowan; Tokyo: Carl Mydans; Mexico City: John Stanton; Rio de Janeiro: William W. White.

### PUBLISHER

Andrew Heiskell

ADVERTISING DIRECTOR  
Shepard Spink



since 1895

architects of men's clothing

The 3000 cameraman sights prominent executive leaving for his office in an "architecturally tailored" 3000 birdseye worsted suit. Slung over his arm is a pigeon gray covert topcoat.

The 'free-shouldering' and graduated straight line back of 3000's exclusive Comfort-Blade\* encourages men of all builds\*\* to bend over desks or the wheels of cars, free for action.

\*reg. U. S. Pat. Off.

\*\*average, tall, long, extra long, short, extra short, partly, partly short, partly long

For store in your city featuring 3000 clothes and for free color book of 3000 styles write to

WM. P. GOLDMAN AND BROS., INC., 12 East 14th Street, New York 3, N. Y.





COBEAN'S DREAM CARTOONS, LIMITED TO A FEW SIMPLE PANELS AT FIRST, GREW INTO LONG DRAWN OUT WHIMSIES LIKE THIS ONE. HE PLANNED TO PURSUE HIS



CARTOONIST COBEAN STARTED THE DREAM DRAWINGS

## ***SPEAKING OF PICTURES...***

**... CARTOONISTS MAKE A SINGLE IDEA ABOUT DREAMS LAST THREE FUNNY YEARS**

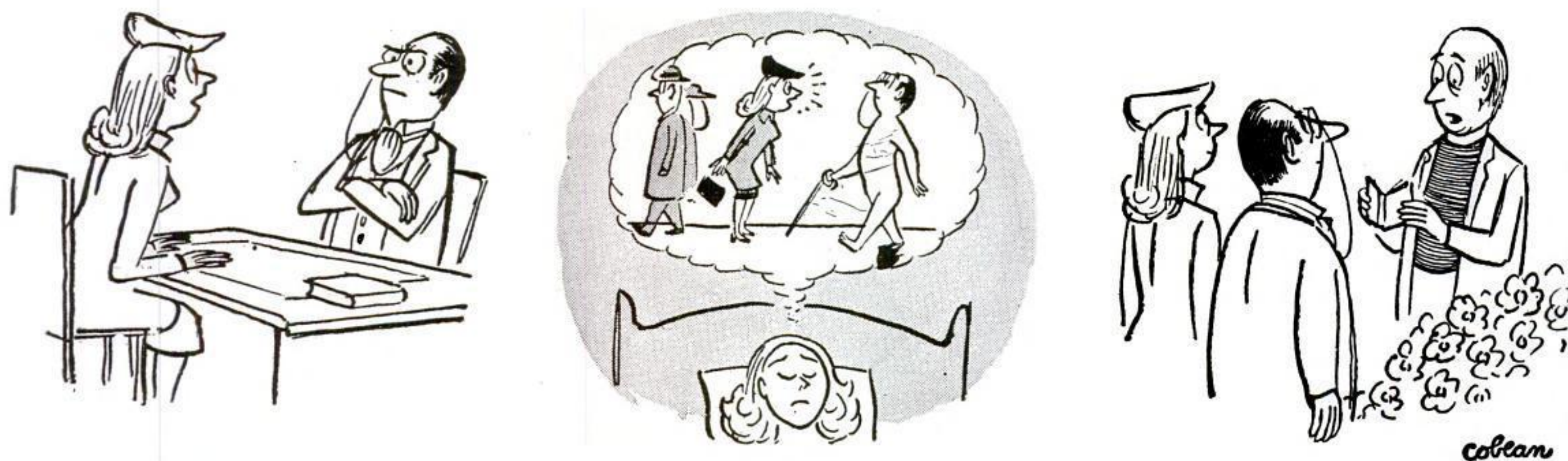
Ever since women took to wearing clothes men have been trying to visualize how they looked without them. As an international, nonseasonal pastime this pleasant sort of daydreaming has long outranked stamp-collecting, bird-watching and sidewalk-superintending. A fertile field for cartoonists, it first got wide public attention in 1945 at the hands of a perceptive, young New York artist named Sam Cobean (left), whose hilarious early efforts along these lines were printed in *The New Yorker*. For two years Cobean had the field to himself. During this

period he managed to embellish the bare original notion with some funny, highly fanciful twists, called "switcheroos" in the trade. Then Cobean's competitors assiduously began to till much the same soil and *The New Yorker* broke out in a rash of dream cartoons. Inevitably they came in for a ribbing. In a recent issue of *The Harvard Lampoon*, an undergraduate humor magazine, a budding artist, whose taste was questionable but whose mimicry of Cobean's cartoon style was deadly, stretched the original notion to a final hideous climax (page 16).



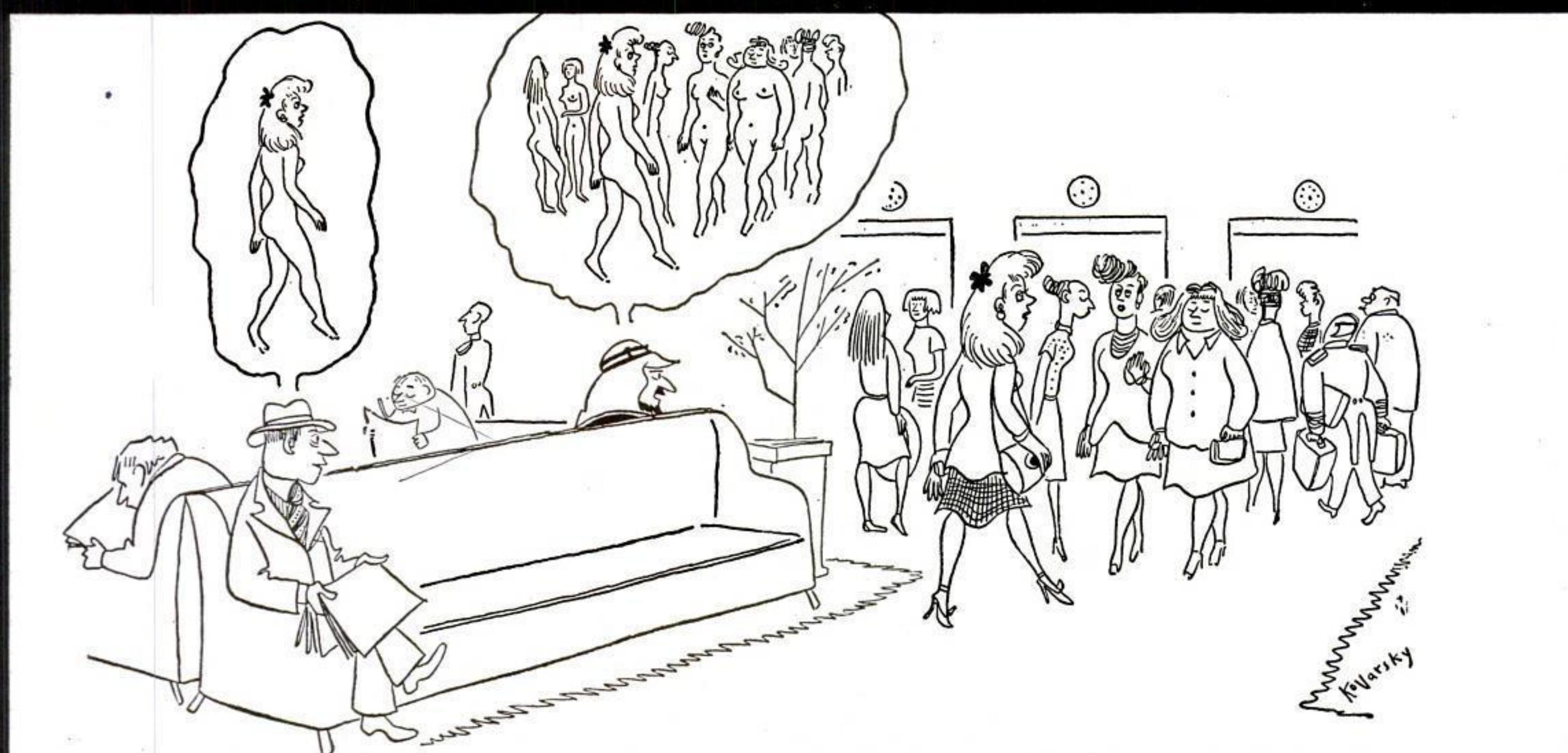
FIRST COBEAN DREAM CARTOON APPEARED IN "THE NEW YORKER" IN JUNE 1945 AND CLEARLY SHOWED WHAT FRAGILE, SUDSY STUFF MOST DREAMS ARE MADE OF



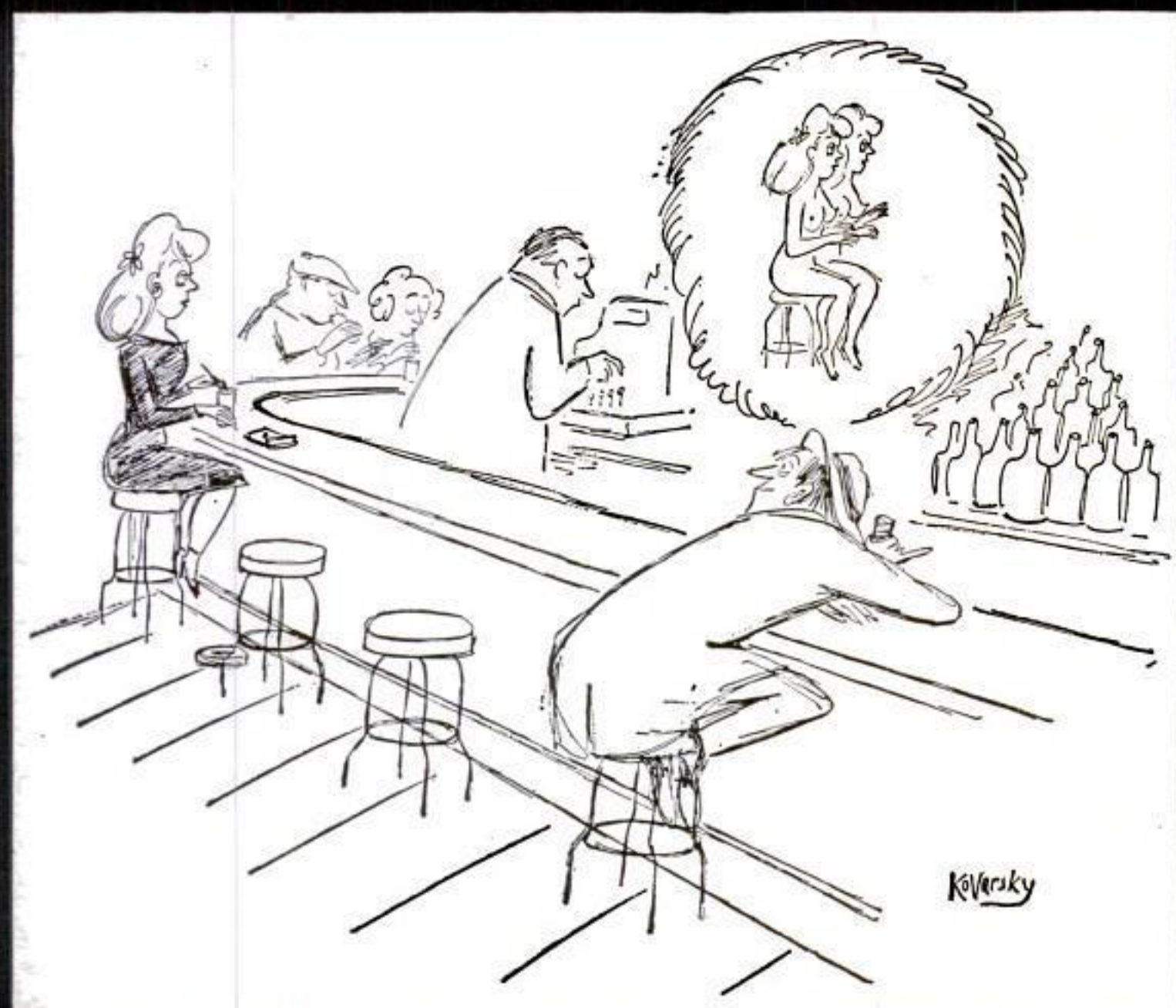


Cobean

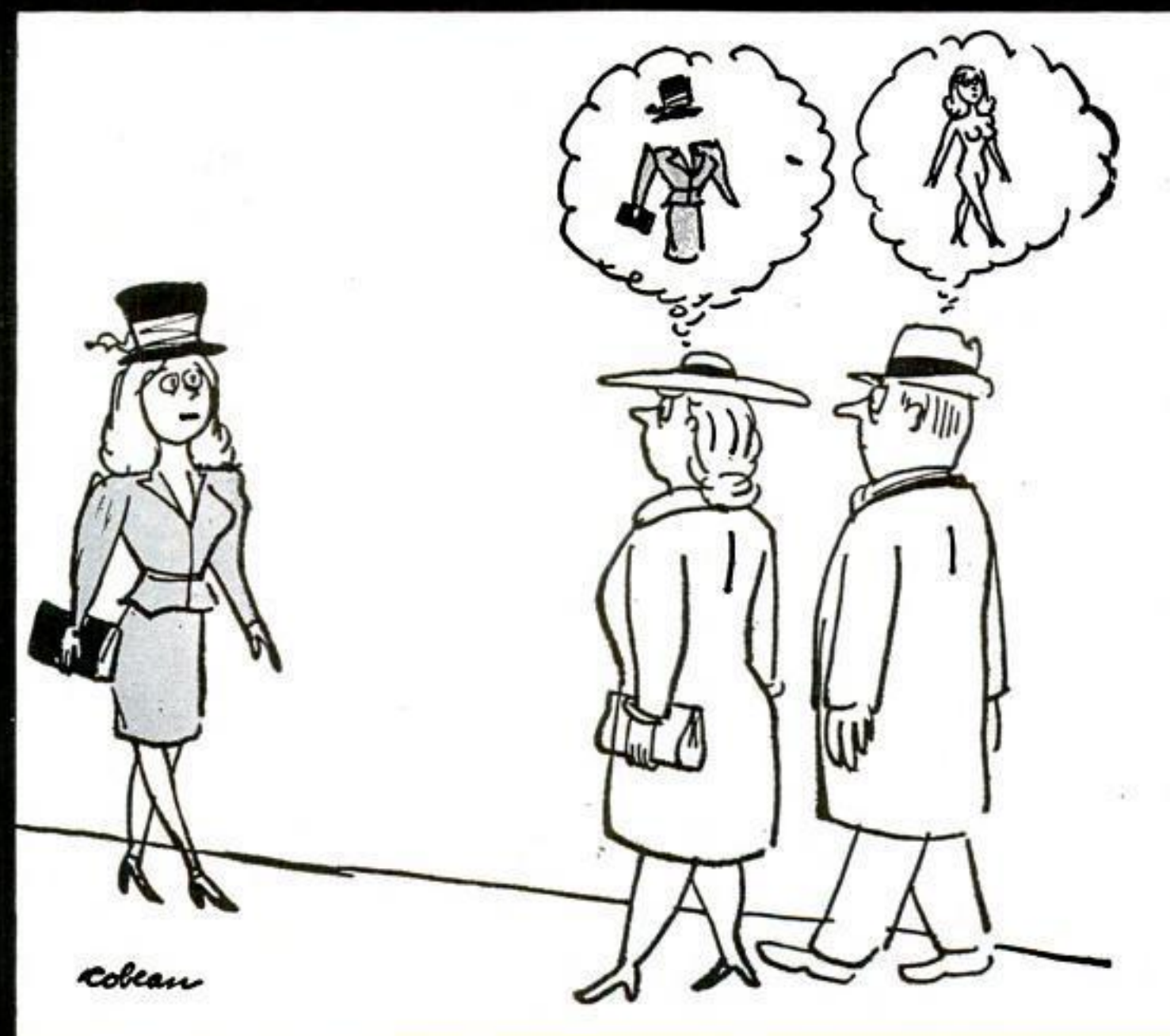
PSYCHIATRIC THEME EVEN FURTHER, RETAINING THE DREAMS AND ABANDONING UNCLAD FEMALES, BUT STOPPED SHORT WHEN THE FIELD BECAME TOO CROWDED



A COBEAN IMITATOR, ANATOLE KOVARSKY, IN THE JUNE 14, 1947 "NEW YORKER" COMPARED THE STAID DREAMS OF AMERICA WITH THE WILDER FANCIES OF ARABY



ANOTHER KOVARSKY DRAWING ILLUSTRATES A BARFLY'S DOUBLE VISUALIZATION

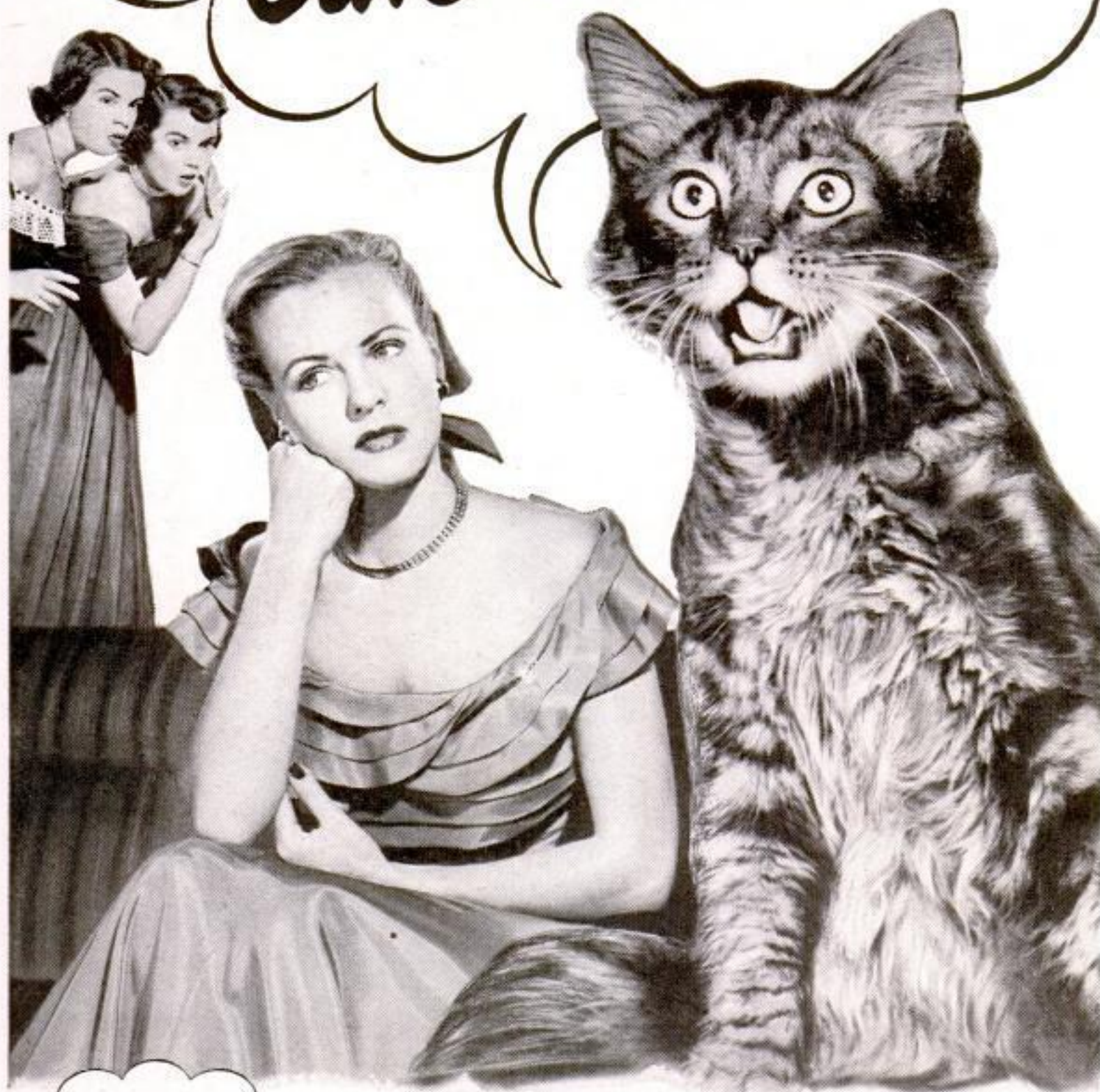


BY NOVEMBER 1945 COBEAN WAS INVENTING IMAGINATIVE SWITCHES LIKE THIS

DRAWINGS REPRODUCED BY PERMISSION. COPR. 1945, 1947, 1948 THE NEW YORKER MAGAZINE, INC.



# Talk About Your Cats-MEE-OW!

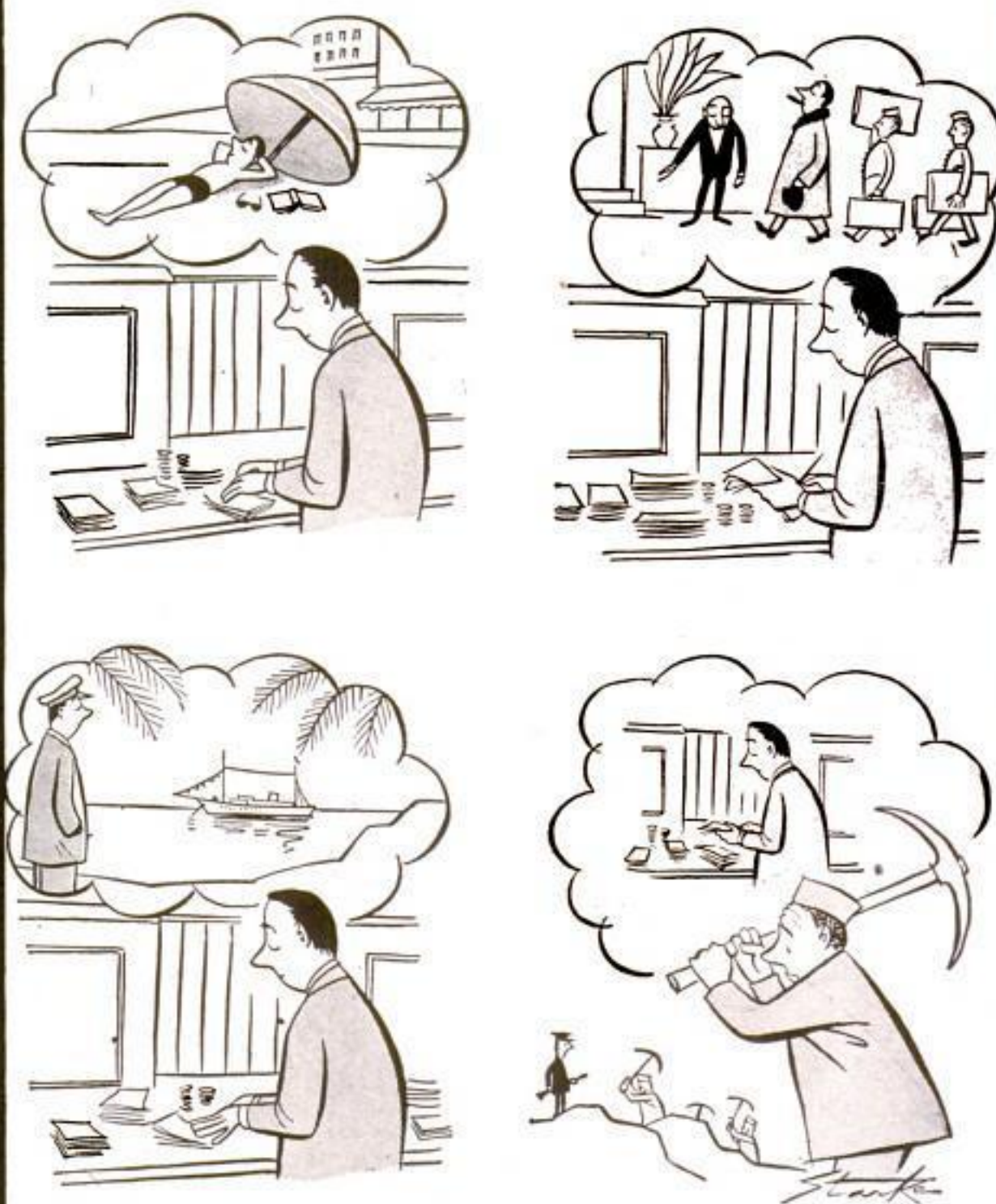


Cleans Your Breath While It Cleans Your Teeth!

Always use COLGATE DENTAL CREAM after you eat and before every date

## SPEAKING OF PICTURES

CONTINUED



COPR. 1948 THE NEW YORKER MAGAZINE, INC.

ANOTHER COBEAN IMITATOR, L. STARKE, OMITTED UNCLAD GIRLS, TRACED REVERSED HORATIO ALGER STORY OF LARCENOUS CASHIER



lowbeam

THE DREAM CARTOON CYCLE GOT A JARRING SETBACK WHEN "THE HARVARD LAMPOON" PROBED SECRET THOUGHTS OF AN UNDERTAKER





BY APPOINTMENT PERFUMERS TO H.M. QUEEN MARY, YARDLEY, LONDON



A haunting sense of loveliness, encountered the wide world over . . . the breathless, artful air of "Bond Street" recalling exquisite ladies and gracious ways. Elegant and romantic, it is a perfume full of excitement and meaning for women who want to be distinguished. "Bond Street" Perfume, \$2.50 to \$15.  
Toilet Water, \$1.50 and \$2.50. Sachet, \$2.50. Dusting Powder, \$1.50. Talc, \$1. Plus tax.



"Bond Street" by **YARDLEY**

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.



# MONARCH

World's Largest Family of Nationally Distributed Finer Foods



To keep your man, just feed him right,  
Whene'er he eats, from morn till night.  
In other words, to keep your man  
You've got to give him food that's grand.  
Just give your husband "MONARCH" food  
To keep him in a loving mood.

There are five hundred foods and more,  
That you can buy in nearby store.  
They proudly wear the "MONARCH" brand;  
Their quality—it's simply grand.  
Its daily use is your best plan  
To help you firmly hold your man.

Here Luke and Lucy help a friend  
Pack "MONARCH" foods, from end to end  
Of kitchen shelves, because—you see—  
She knows that real economy  
Lies in the use of food—by test—  
Five generations have proved BEST.

She proudly serves her family  
With foods of highest quality.  
And at her table treats each guest,  
With MONARCH FINER FOODS—the best.  
If you've not tried them yet please do,  
Then you are sure to like them, too.

REID MURDOCH, A DIVISION OF CONSOLIDATED GROCERS CORPORATION, CHICAGO, ILL.





*Gotham is  
the World's Leader  
in 51 and 54 gauge  
fine nylon stockings*

**AND MORE WOMEN ASK FOR  
GOTHAM GOLD STRIPE THAN  
FOR ANY OTHER BRAND!**

**So sheer, so beautiful, so fashion-right  
in style, fit and color... your legs are  
as style-right as your clothes when you  
wear Gotham Gold Stripe Nylons!**

**For the smoky shades replacing basic  
black... Sepia, a sophisticated dark  
tone in 51 gauge, 20 denier. If not obtain-  
able at your local store, use coupon.**

**GOTHAM HOSIERY COMPANY, INC.  
200 MADISON AVENUE, NEW YORK 16, N. Y.  
GOTHAM HOSIERY COMPANY OF CANADA, LTD.  
DOMINION SQUARE BUILDING, MONTREAL**

GOTHAM HOSIERY CO., INC. — DEPT. L 1018  
200 MADISON AVENUE, NEW YORK 16, N. Y.

I would like 51 gauge Gotham Gold Stripe  
Nylons, illustrated "On A Pedestal." Please  
send me, through a local store, .....  
pairs Gotham Gold Stripe Nylons in 20  
denier, 51 gauge SEPIA, Style 4253, at \$1.95  
a pair. My size is..... I enclose Check ☐  
or Money Order ☐. (Don't send stamps.)

NAME.....

ADDRESS.....

CITY..... STATE.....

Coupon orders filled only in the U.S.A.

## LETTERS TO THE EDITORS

### DOAK WALKER

Sirs:

I should think you'd have more compassion for young Doak Walker than to display his features on LIFE's cover (Sept. 27). By your action Southern Methodist is now assured of a mediocre season, and Walker will probably succeed in losing his All-America status.

I recall the splendid job of jinxing you did on such other luminaries as Mel Patton, Sid Luckman and the Columbia team, the University of Texas football team, Tom Winsett, Johnny Rucker, etc. . . .

RAY ROBINSON

New York, N.Y.

● While Mel Patton did drop the Olympic 100-meter race the week he appeared on LIFE's cover (Aug. 2), he went on to win the 200. Sid Luckman (Oct. 24, 1938) did lose the next football game by not kicking the necessary extra point, but he became one of the great all-time athletes. (All-American in the same year and a star for the Chicago Bears since 1939, he was voted the National League's "most valuable player" for 1943.)

The University of Texas (Nov. 17, 1941) won the Southwest Conference championship the next two years in succession. Both Winsett (April 25, 1938) and Rucker (April 1, 1940) slipped into oblivion. However Tommy Harmon (Nov. 11, 1940), Glenn Davis and Doc Blanchard (Sept. 16, 1946) and Johnny

CONTINUED ON NEXT PAGE

### SUBSCRIPTION ORDER FORM

Please send

**LIFE**

to:

name..... (please print)

address.....

city..... zone..... state.....

☐ 1 YEAR AT \$6.00

Saving me \$4.40 under  
the newsstand rate of  
\$10.40 for 52 issues

☐ 2 YEARS AT \$11.00

☐ 3 YEARS AT \$15.00

If the above subscription is a gift, please fill  
in your name and address below:

my name..... (please print)

my address.....

city..... zone..... state.....

My gift card should read from:

name..... (please print)

I ENCLOSE \$.....

L-10-18 ☐ PLEASE BILL ME

Mail to LIFE, 540 N. Michigan Ave., Chicago,  
Ill., or give to your newsdealer.

## New! Improved! Richard Hudnut Home Permanent



### This New Home Wave Keeps Your New Short Haircut Salon-Sleek!

Give your smart new short coif-  
fure just enough wave for body...  
just enough curl on the ends to  
keep it a sleek, close cap...with the  
new, improved RICHARD HUDNUT  
HOME PERMANENT. Right at home  
...as easily as you put your hair  
up in curlers...you can give your-  
self this soft, salon-type perma-  
nent. You use the same type of  
preparations and the same im-  
proved cold wave process used in

the Richard Hudnut Fifth Avenue  
Salon for expensive permanents.  
Save money and tedious hours at  
the hairdresser...try this glorious  
home wave today! Price \$2.75;  
refill without rods, \$1.50 (all  
prices plus 30¢ Federal Tax).

### It's 7 Ways Better!

- 1 Saves up to one-half  
usual waving time.
- 2 One-third more waving  
lotion...more penetrating,  
but gentle on hair!
- 3 Longer, stronger end-papers  
make hair tips easier to handle.
- 4 Double-strength neutralizer  
anchors wave faster, makes  
curl stronger for longer.
- 5 Improved technique gives  
deep, soft crown wave...  
non-frizzy ends.
- 6 Only home permanent kit  
to include reconditioning  
creme rinse.
- 7 Two lengths of rods. Standard  
size for ringlet ends; extra-  
long for deep crown waves.





METROPOLITAN OPERA STAR RISE STEVENS SAYS:

*"For dream hands,  
Cream your hands"*



"I give my hands the same beauty care I give my face — I CREAM them! That's why it's Pacquins for me," says

*Rise Stevens*

Try her method for just 3 days . . . a 12-second  
massage with non-sticky, non-greasy

*Pacquins Hand Cream*

... morning . . . night . . . whenever your skin needs softening

TRY THIS Pacquins hand massage  
T . . . morning . . . night . . . any time  
your hands need soothing, softening.  
Your own lovelier hands will tell you  
why Pacquins is the favorite hand  
beauty treatment of so many stars.

Pacquins is a "must" if hands are  
chapped, roughened, or dry. If house-  
work leaves your hands scrub-ugly,

smooth them . . . soothe them . . . after  
every chore—with Pacquins. There's no  
waste, no spilling . . . and Pacquins  
leaves no greasy after-film.

Keep that jar of Pacquins within easy  
reach. Protect the precious loveliness of  
your hands! For truly dream hands . . .  
follow opera star Rise Stevens's advice:  
CREAM them regularly with Pacquins.



MARION PUNCH, R.N., says:  
"Pacquins Hand Cream is a 'must'  
on my chart! With the dozens  
of scrubbings my hands submit  
to every day, nothing less cher-  
ishing than Pacquins could keep  
them socially acceptable—soft,  
smooth, lovely. Pacquins was  
originally formulated for doctors  
and nurses."

Among the famous stars  
who use Pacquins are:

GLADYS SWARTHOUT • LYNN FONTANNE  
GERTRUDE LAWRENCE • VERA ZORINA

ON SALE AT ALL COSMETIC COUNTERS IN U. S. AND CANADA



## LETTERS TO THE EDITORS

CONTINUED

Lujack (Sept. 1, 1947) all maintained  
their All-American titles despite  
their appearance on LIFE's covers.  
Also Ted Williams made 30 hits, 7  
of them home runs, in the games fol-  
lowing his appearance on LIFE's  
cover (Sept. 1, 1941) and the fol-  
lowing season chalked up the year's  
highest batting average. Auto Racer  
John Cobb (Sept. 1, 1947) celebrated  
his appearance on LIFE's cover by  
breaking his own world speed rec-  
ord.—ED.

Sirs:

The picture of Doak Walker drink-  
ing from a multi-use dipper cup illus-  
trates a practice which conflicts with  
our basic principles of hygiene and  
should be discontinued. . . .

In view of the communicability of  
streptococcal sore throat, acute colds,  
trench mouth, the diarrheas and vi-  
rus diseases (including polio), so eas-  
ily transmitted from one to another,  
should not the "old oaken bucket"  
with its "multi-use dipper" be dis-  
carded on our university gridirons?

N. O. GUNDERSON, M.D.  
Commissioner of Health

Rockford, Ill.

● S.M.U.'s athletic department says,  
"We've always had one down here  
and most of our boys seem pretty  
healthy. Hasn't affected them in the  
last 16 games anyway." The team  
has not lost one of them.—ED.

Sirs:

In putting the magazine down after  
reading your recent article on South-  
ern Methodist football, I kept wonder-  
ing just what it was that had been  
missing from it. In looking at it a sec-  
ond time I realized that it was the  
lack of any football player doing any  
studying, the lack of books, as well as  
the noticeable elimination of anything  
educational in regard to the univer-  
sity itself.

Were the pictures taken prior to  
the starting of the fall semester?

VANCE KINDT

San Francisco, Calif.

● Yes.—ED.

Sirs:

I am taking this opportunity of ex-  
pressing the appreciation of Mrs.  
Walker and me to the LIFE staff for  
the write-up given Doak in your re-  
cent issue. I only hope that he can  
live up to some of the things which  
have been laid out for him.

E. D. WALKER

Dallas, Texas

### BRAVE NEW WORLD

Sirs:

In your caption to Charles E. Mar-  
tin's drawing heading Mr. Huxley's  
clever article "Brave New World"  
(LIFE, Sept. 20), you inform us that  
all the gadgets shown in the drawing  
with the exception of "father's bath  
brushes" already exist and are in fair-  
ly wide use, including Junior's new  
atomic chemistry set, with which he  
"sets off a miniature Hiroshima up-  
stairs."

Might I ask if the Atomic Energy  
Commission has caught wind of this?

HENRY G. PARKER III

New Brunswick, N.J.

● Upon assurance that educational  
material on atomic energy would be



**PACIFIC  
CRIB-FAST  
SHEETS**  
stay smooth without  
pinning or tucking!

If Junior succeeds in pulling this sheet  
loose, you can put him down as a child  
genius and sure bet for president!

The Pacific Crib-Fast Sheet has sewn-  
in box corners, just the right size and  
shape for standard-size crib mattresses.  
Just slip the corners of the sheet over  
the corners of the mattress, and your  
sheet is on to stay . . . smooth as glass!  
No pinning, no tucking.

You'll find the Pacific Crib-Fast Sheet  
at better stores. It's made of fine qual-  
ity Pacific Extra-Strength Muslin, San-  
forized to assure you of permanent fit  
(residual shrinkage less than 1%).

We'll be glad to send you the name of  
your nearest store. Just drop a card to

PACIFIC MILLS, Dept. L10, 214 Church St., New York 13, N. Y.



A PACIFIC CONTOUR SHEET

SANFORIZED® for permanent fit!

Look for the Pacific label also on Pacific Bal-  
anced Sheets, Pacific Supersorb Towels, Pacific  
Silver Cloth and on men's, women's and children's  
wear made of cotton or rayon.

CONTINUED ON PAGE 22



# It's Amazing! It's Sensational! It's Exclusive!

## "The New Arthur Murray Way"

### MAKES LEARNING TO DANCE EASIER THAN EVER!

Even if you never danced before you can become a popular partner in a fraction of the usual time "The New Arthur Murray Way"

Take Arthur Murray's short-cut to good times. Find the self-confidence and popularity you've always longed for.

Only a few hours at any Arthur Murray Studio will transform you into an expert dancer. His unique methods, now improved to a higher degree than ever before, make learning easy, lightning-quick and such fun!

The key to all the new dances is Arthur Murray's basic discovery — the "First Step to Popularity." Once you put yourself in the hands of an Arthur Murray expert your success as a popular partner is assured! Like magic you find yourself leading or following a smart new Fox Trot, Rumba, Samba — any dance you want to learn. You can actually go out dancing after one hour *even if you've never danced before!*

#### STOP PASSING UP GOOD TIMES

*It's fun to be popular!*

Remember — only at an Arthur Murray Studio can you get that wonder-working combination of his new, improved exclusive methods and the trained skill of his teachers. Save yourself time, money, disappointment. Learn the "Arthur Murray Way." You'll be a joy to dance with, a pleasure to watch. Get a dance analysis *free* at any Arthur Murray Studio. Come in or phone *today*. Have the time of your life at your very next party!

#### PROOF YOU CAN DANCE AFTER ONE LESSON!

See how quickly you can learn to dance "The New Arthur Murray Way." Send for the "Murray-Go-Round" today! It contains fascinating, entertaining instructions on the Fox Trot, Waltz, Rumba, Samba and Tango. Also How to Lead, How to Follow, etc. *Consult your telephone directory and MAIL THIS COUPON TO YOUR NEAREST ARTHUR MURRAY STUDIO; or send it to Arthur Murray (Studio 2), 11 East 43 St., New York 17, N. Y.*

Copr. 1948—Arthur Murray Inc.

**ARTHUR MURRAY STUDIOS:** Please send me your magazine, "Murray-Go-Round," 44 pages of pictures and instructions on the latest ballroom dances, Fox Trot, Waltz, Rumba, Samba, etc. I enclose 25c.

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

LIFE-48



IT'S EASY!  
TRY IT!

Good dancers are popular — here's the first step to popularity  
There is only one basic step to learn with "The New Arthur Murray Way." If you can do this easy step you can learn any modern dance—Fox Trot, Rumba, Waltz, Samba. Let an Arthur Murray expert prove that you can go dancing after one lesson — become a fine dancer after only a few hours.

ONLY

25¢

# Arthur Murray

## DANCE STUDIOS FROM COAST-TO-COAST

Visit the one nearest you for a **FREE** dance analysis



Harriet Hood *says*

*"All 3 keep your style up!"*



**"VELVETY AS NIGHT!"** This Velveteen Boot hooded in fur lends its own glamour to every lady's slipper! Black or brown.

**"WONDERS FOR WARMTH!"** Winter-boots . . . soft in line, but staunch in action! Fabulously comfortable, with cosy lining, wide sheepskin cuff. Black or brown.



**"SLIM AND SLEEK FOR LONG SKIRTS!"** This soaring Talon Fastener Boot punctuates current styles dramatically. Easy over high heels. Black, Red or White.

**"WITH THIS 'WARDROBE OF 3' YOU'RE SMART THE YEAR AROUND IN RAIN, SNOW OR COLD!"**

*Get your WARDROBE of 3 wherever you see this famous arrow*



Hood Rubber Company, Watertown, Mass.

## LETTERS TO THE EDITORS

CONTINUED

enclosed with the toy, the Atomic Energy Commission granted the manufacturer of the chemical sets a license to include a sample of uranium. Says AEC Commissioner W. W. Waymack, "Far from being scared and jittery about this thing, I think it's a healthy sign. It helps get this new knowledge, which we have to live with, down out of the realm of a mysterious and awful cloud into the realm of the familiar."—ED.

Sirs:

Mr. Aldous Huxley's article was very stimulating but, as any medically trained person will tell you, the paragraph describing the increasing incidence of psychosomatic disorders contains one basic fallacy. More and more apparently physical complaints are being identified and classified by the doctors of today as neurotic in origin. The mental conflicts of yesterday are named as diseases today and regarded with anxiety by the layman. Our ancestors undoubtedly developed neuroses, but they were not recognized as such by the attending medical men. Thus increasing identification of diseases distorts any attempt at statistical comparison.

ARTHUR R. COLWELL JR., M.D.  
University of Toronto  
Toronto, Canada

### ESCAPE TO THE COUNTRY

Sirs:

Any sentimentalist who thinks to escape responsibility by getting out of big city and big business will suffer cruel disillusion.

The folks you selected to picture (LIFE, Sept. 27) had made a conscious decision which was almost precisely the reverse of escape. They felt the urge to come to grips with their responsibilities—economic, social, political and philosophic. In rural living their food and warmth, getting along with their neighbors, running their schools and towns and facing up to acts of God become inescapable personal responsibilities rather than matters for large talk over the extra Scotch that loses you the 5:32 to Darien.

To lead a simple life, stay where milk comes from bottles not cows, and to escape high pressure, stay where you can think of government as "they" not "we" and where "race prejudice" and "the poor" are comfortably abstract terms. One vital decision a month will keep an executive on top of "large affairs" but it wouldn't get a farmer as far as the breakfast table. A farmer even has to love his neighbor, or anyway tolerate him, because tomorrow they have to get in hay together. It's tough.

BAIRD HALL

Waitsfield, Vt.

### DURANTE'S PIANO-WRECKING

Sirs:

I hope before Jimmy Durante wrecks any more pianos (LIFE, Sept. 20) he will think how it makes the residents of the town of Guilford, Vt. feel. All summer we have been trying to figure out a way to get pianos for four one-room schools. . . I am sure no school-boys will be allowed, or even want, to use their natural destructive urge on the pianos.

DOROTHY BULLOCK

Brattleboro, Vt.

CONTINUED ON PAGE 25

*Men call it greatest shaving advance in years!*

## Ultra-Modern Gillette Super-Speed RAZOR SET

Men, this shaving combination tops 'em all for extra comfort, extra convenience and extra value. Shaving's a cinch. Twist . . . the razor opens. Zip! . . . there's a new Gillette Blue Blade. Twist again . . . you're all set.

**NEW! Notched bar permits instant blade changing**



**SAVE ON THIS SPECIAL OFFER!**  
Gillette One-Piece Razor and 10-Blade Dispenser  
**\$1.00 \$1.50 VALUE**

## 2 kinds of Enjoyment

*take your choice*

**BRIGGS PIPE MIXTURE**  
Aged in oaken casks . . . mellow, winey tang . . . mild and satisfying.  
15¢

**INDIA HOUSE TOBACCO**  
From an old "recipe" . . . nut-ripe savor . . . full-bodied aroma.  
25¢

PRODUCTS OF P. LORILLARD COMPANY

ALSO AVAILABLE IN CANADA



FOR THIS CHRISTMAS

# She's dreaming of the Real Love-Gift



The Gift That Starts The Home!

## Buy Now on LANE'S Christmas Lay-A-Way Plan

Say "You're mine, forever" with this intimate love-gift, so beautiful, and so wonderfully practical, too. Her Lane Hope Chest will provide sanctuary for her treasures. Let its pleasant fragrance help make her dreams, and yours, come true.

Be sure you choose a Lane. Lane is the only tested AROMA-TIGHT Chest in the world, with Lane's Exclusive Patented Features. Free moth insurance policy, written by one of the world's largest insurance companies, goes with every Lane Chest. Easy terms, if you desire them, and take until Christmas, or longer, to pay. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.

### Buy Now While Selections Are Complete

WRITE US if you don't know the name of the Lane Dealer in your town. Or, if you wish to have a chest delivered, send us your money order and we will arrange for delivery through our nearest Lane Dealer.

Ideal Gift for Sweetheart, Sister, Daughter, Wife or Mother—for Christmas, Birthdays, Anniversaries.

Millions of Maidens Yearn for This Romantic Love-Gift

# LANE

Cedar HOPE CHEST



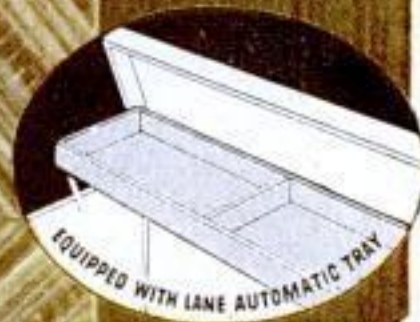
Pre-Christmas SPECIAL

**\$49<sup>95</sup>**

WHILE THEY LAST!

Slightly higher in the West and Canada.

Buy on Easy Terms!



EQUIPPED WITH LANE AUTOMATIC TRAY

No. 2210. Front panel of matched New Guinea wood, bordered with exotic Zebra wood and American Walnut. V-matched top and balance of case are American Walnut. Has Lane's patented Automatic tray.



No. 2260. A Colonial design in antique Maple. Equipped with Lane's patented round-cornered automatic tray.



No. 2221. 18th Century design in Honduras Mahogany. Drawer in base, with two simulated drawers above.

Copyright 1948, The Lane Company, Inc.

Copyrighted material



# Now You Can Enjoy America's Premium Peas and Corn **PICTSWEEET**



SO TENDER-SO SWEET  
SO GOOD TO EAT!

## Fresh from the Wonder Gardens of the Golden West

Here's a happy combination for your table. PictSweet Peas and Corn, right from the West. Where gentle rays from the western sun smile on fertile valleys . . . where peas grow best and corn grows sweet as honey . . . that's where America's Premium Peas and Corn are grown. And now they are brought to YOU, with pride, by PICTSWEET! Serve them tonight!



### VEGETABLE PLATTER WITH PEAS AND CORN

by *Barbara Quinn*  
PictSweet Home Economist

#### BUTTERED PICTSWEET PEAS

1 can PictSweet Peas                      ¼ teaspoon salt  
2 tablespoons butter                      Dash pepper  
Drain liquid from peas and reduce by boiling, to about ½ cup. Add peas, butter and seasonings. Heat, but do not overcook . . . four servings.

#### BUTTERED PICTSWEET CORN

1 can PictSweet                              ¼ teaspoon salt  
Whole Kernel Corn                      Dash pepper  
2 tablespoons butter  
Drain liquid from corn and reduce by boiling, to about ½ cup. Add corn, butter and seasonings. Heat, but do not overcook . . . four servings.



SUCH A TREAT . . .  
SO BUTTER SWEET  
**3 DELICIOUS STYLES**

Whole Kernel . . . Vacuum  
Pack . . . Cream Style

Watch for it!



ASK YOUR  
GROCER FOR  
PICTSWEEET FRESH  
FROZEN FOODS



you reach  
more places  
with this  
modern angle

SQUIBB  
ANGLE  
TOOTHBRUSH

bent like a dentist's mirror  
to reach more places

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Here I am eating my heart out for a piano, just any kind of an old piano. Then I pick up LIFE and what do I see? An overgrown "dead-end kid" smashing to bits a beautiful piano. Oh murder!!

MRS. G. L. VAN HAVERBEKE  
Bogalusa, La.

● Mr. Durante, who claims to have broken "enough pianos to fill a piano factory," points out, however, all of them are put together again afterwards, at a cost of about \$200 a piano.—ED.

### SHMOO

Sirs:

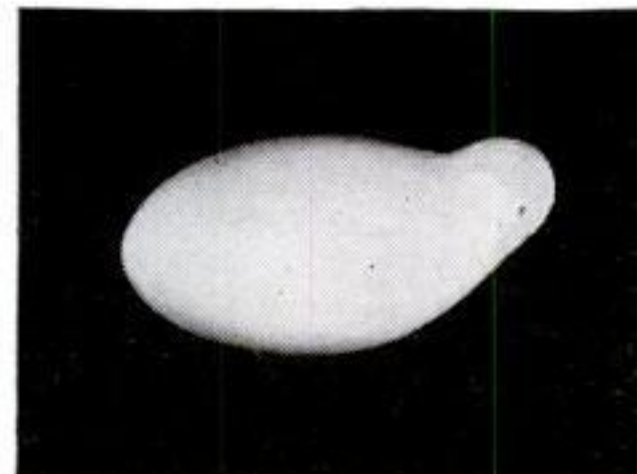
In the Sept. 20 issue of LIFE you devoted a page to the shmoo. Apparently my chickens saw your write-up and as a result have produced a shmoo egg.

WILLIAM M. BACH  
Pensacola, Fla.

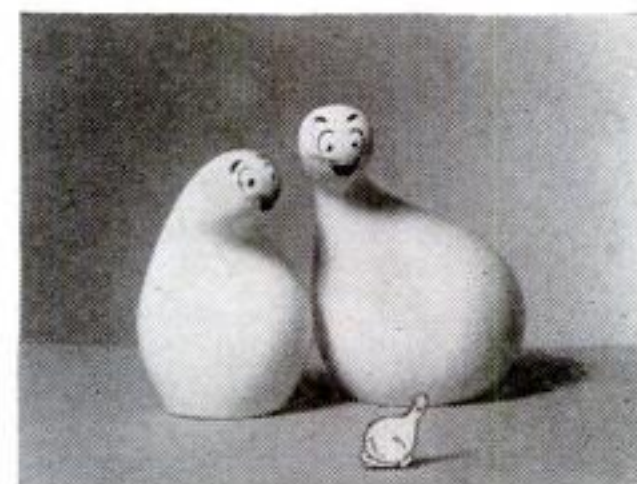
Sirs:

My salt and pepper shakers, designed two years ago. . .

EVA S. ZEISEL  
New York, N.Y.



SHMOO EGG



SHMOO SHAKERS

● As LIFE went to press, pork and egg lobbies had engineered the extermination of all shmooos, with the exception of a single pair which Li'l Abner had managed to rescue. The future of shmooos will be determined on Sadie Hawkins Day, Nov. 13, at which time the she-shmoo will woo the he-shmoo.—ED.

### ATOMIC ENERGY

Sirs:

I do not share David Lilienthal's concern about the "democratic" discussion of atomic secrets (LIFE, Sept. 27) because I regard it as very improbable that high national policy originates "democratically" in Washington at all but "privately" in the top command of the railroads, utilities, banks and insurance companies.

This top command is silent, invisible, multipartisan, financial, continuous, selective, informed and responsible while our "democratic" front in Washington is audible, visible, partisan, political, intermittent, elective, inadequately informed and personally irresponsible, in a financial sense.

Our atomic bombs were not created democratically but secretly, scientifically and industrially. Consequent-

CONTINUED ON NEXT PAGE

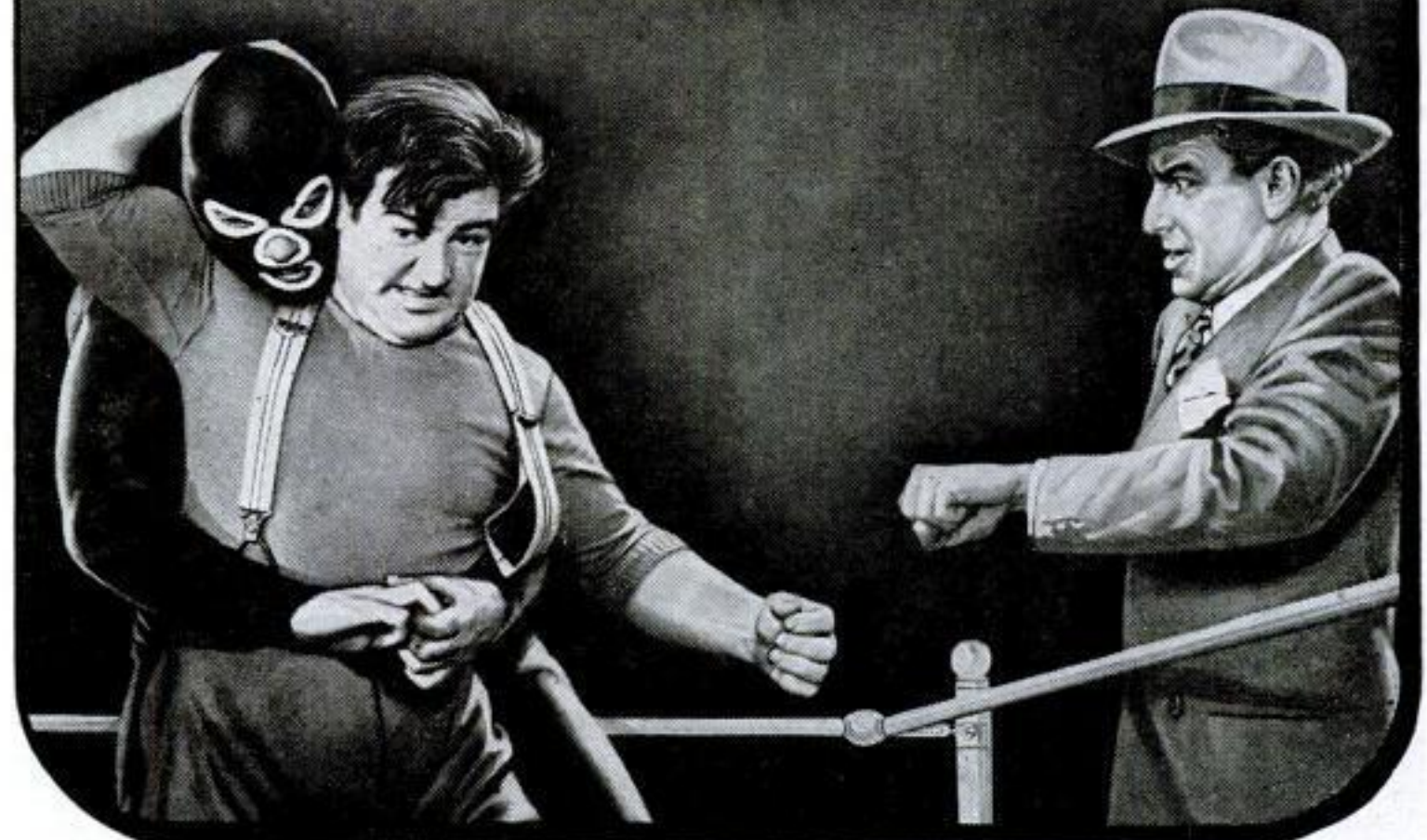
NOW!  
OWN!

A GREAT NEW  
CASTLE LAUGH FILM  
FOR ALL  
8 MM—16 MM  
PROJECTOR  
OWNERS

FOR  
FUN!

## ABBOTT & COSTELLO

in "OYSTERS AND MUSCLES"



Now, more big laughs and thrills by the nation's first funsters! Millions enjoy them on screen and radio! Now they come to life again in your own home movie! You'll roar at the antics of Lou Costello and his encounter with a "wild oyster stew!" You'll scream when Bud Abbot matches the inimitable Lou with "The Masked Marvel"—champion muscle man of the wrestling mat. Laughs, rough-house and action from start to finish! Be among the first to own this Castle fun film. Order your copy now!

SPECIAL MOVIE FOR SPORT FANS EVERYWHERE!

### "GOLF MAGIC"

A great movie to amaze and amuse all who shoot from a low 70 to scores craftily concealed!

Here are demonstrations proving that a smart player doesn't even need clubs!

It's more than trick golf—It's miracle golf!

Own this home movie to laugh—yes, and even to learn!

CASTLE FILMS  
DIVISION OF UNITED WORLD FILMS INC.

445 PARK AVENUE  
NEW YORK 22

FIELD BLDG.  
CHICAGO 3

RUSS BLDG.  
SAN FRANCISCO 4

SEE YOUR  
PHOTO DEALER  
OR SEND HIM  
THIS HANDY  
ORDER FORM  
TODAY!

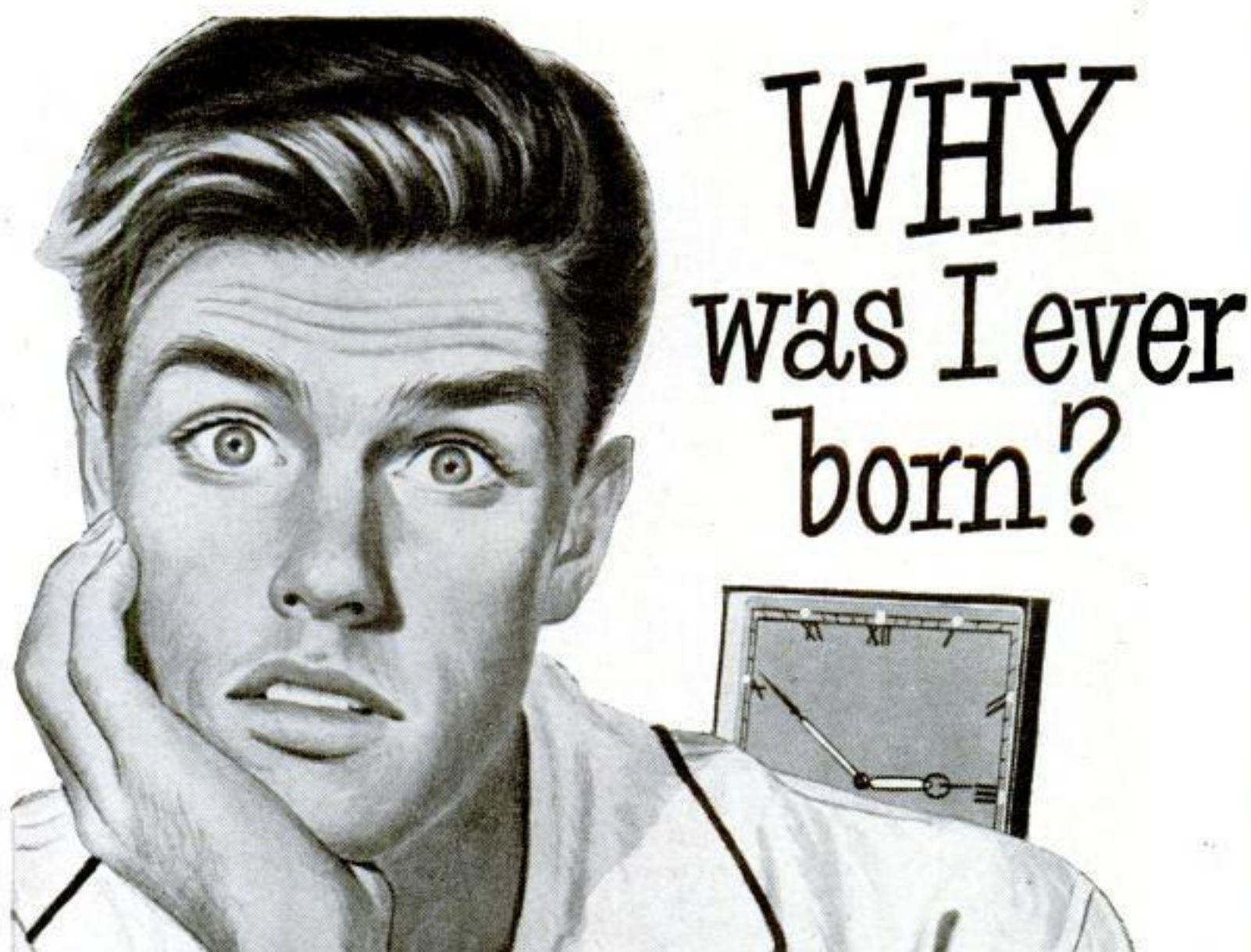
FREE!

to all projector owners.  
Send for new 1948  
Castle Films Catalogue  
describing a great  
variety of home movies.

Send Castle Films indicated in the size and length checked.	8 mm.		16 mm.		Sound
	50 Feet	Complete	100 Feet	Complete	
"Oysters and Muscles"	\$175	\$550	\$275	\$875	\$1750
"Golf Magic"					

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Remittance Enclosed ☐ Ship COD ☐ Send me Castle Films' FREE De Luxe Catalog ☐





# WHY was I ever born?



**ED:** How can a guy get any fun out of life? I got no sleep last night, and am getting none tonight. Tomorrow's one day I can't afford to be a wreck. For tomorrow I have a date with cute little Joanie.

**ED:** Mom and I had a little talk—and she said that lots of times when you're constipated, you have sleep-robbing acid indigestion, too. And to relieve both, you need more than a laxative.



**ED:** It was Phillips' Milk of Magnesia. According to Mom, it works as a laxative, and as an antacid, too. Its antacid action, one of the fastest known to science, was so fast I was asleep in jig time.

**ED:** Thanks to Phillips' I slept like a hibernating bear all night... woke up this morning to wonderful constipation relief. I feel fit as a fiddle—and ready for my date. Yep—it's great to be alive!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

## PHILLIPS'

MILK OF MAGNESIA

*Liquid or Tablets*

Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.

## LETTERS TO THE EDITORS

CONTINUED

ly the further application of atomic science both for war and for peace should not be a proper subject for "democratic" discussion.

The Du Pont Co. does not find it necessary to discuss democratically its chemical processes in the production of nylon as one instance in a multitude. We must assume an adult point of view, forget the fetish of "democracy" and accept willingly for the atom at least something like Plato's conception of control by the competent.

CHARLES S. COBB

Pasadena, Calif.

**SOLID P. L.**

Sirs:

As an ardent Peter Lawford fan, I feel it necessary to remark on a grave omission you made in your article "Solid B.O." (LIFE, Sept. 27). It seems you completely disregarded the bobby-soxers of the country in giving credit to Esther Williams for all of *On an Island with You's* appeal.

And you did not even mention Peter's name! Believe me, my friends and I would see any of this fascinating young man's films no matter how mediocre.

JOAN LUSTIG

Newark, N.J.

Sirs:

In your movie article the following sentence appears: "Rita romps through it as if it were a sorority initiation at Beverly Hills High School." I am a student at Beverly Hills High School. There are no sororities at the high school and there are no activities at Beverly Hills High School in which the girls "romp" as Rita Hayworth does.

DON MCDANIEL

Beverly Hills, Calif.

● In conformance with a California state law, the high school allows no sororities or clubs. As to the "romping," Principal Crossley has this to say: "Our youngsters' conduct speaks for itself."—ED.

### WORLD'S BIGGEST DRUGSTORE

Sirs:

In "Life Goes to a Drugstore Opening," (Sept. 20) you said that the Rexall drugstore in Los Angeles was "only the second biggest drugstore in the world." Could you tell me where the largest drugstore in the world is?

KENNETH LEVIN

Jacksonville, Fla.

● The biggest drugstore in the world is the Owl Rexall on Beverly Boulevard in Hollywood 9½ miles from the second biggest drugstore in the world.—ED.

### CLEAN COAL TOWN

Sirs:

Probably you've never been to Windber, the Pennsylvania coal town you described as "a dirty mining town" (LIFE, Sept. 27). . . . It's really a clean place and I know that you'll want to tell the folks there that you are sorry.

J. WILBUR WERRY

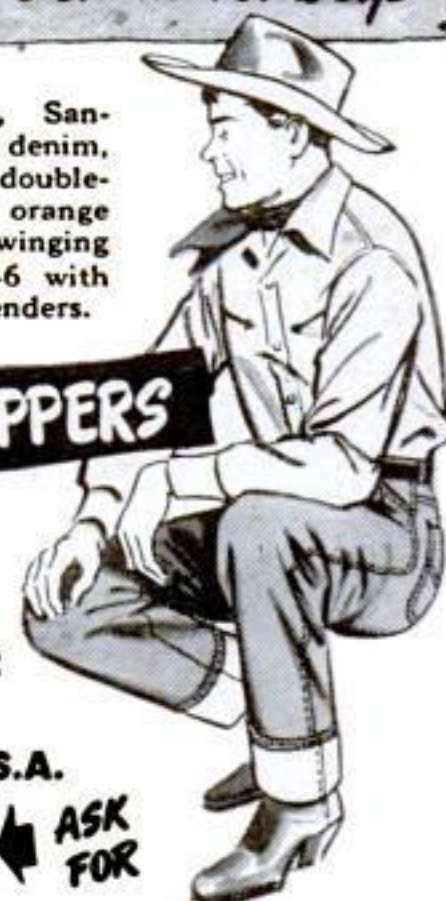
Johnstown, Pa.

● We are. Not only is Windber an exceptionally clean coal town, but it is as dust free as any ordinary city of its size in the U.S. (pop. of Windber, 10,000). The mines make a special effort to keep the town free from coal dust by mechanically collecting it at the mine head, load-

## TUFFIES OUT OF THE WEST

Genuine Blue Denims For Boys

Made of 8-oz., Sanforized LANE denim, copper riveted, double-stitched with orange thread, inside swinging pockets. Sizes 1-6 with removable suspenders.



Now with ZIPPERS

IN ALL SIZES  
1-22

20" to 32" Waist

\$2.29 PR.

Anywhere in U.S.A.

ASK FOR



BOOKLET  
ABOUT THE WEST

Interesting, authentic pictures and facts about cowboys and cowboy life. Ask your dealer for the latest of this series of colorful booklets.

Authentic Jeans of Finest Quality



LOOK FOR  
THIS LABEL

OR ORDER  
BY MAIL

If your boys' store  
doesn't stock 'em  
—order direct

OKLAHOMA CLOTHING MFRS., Inc.  
OKLAHOMA CITY 1, OKLA.

## NOT A HOLLOW TUBE

A real filter with  
66 baffles inside  
to Whirlclean  
your smoke



Replaceable  
Filters  
10 for 10¢

## MEDICO FILTERED SMOKING

Absorbent filters in Medico pipes stop flakes and slugs...absorb juices...reduce tongue bite. 66 times your smoke goes round and round...and it comes out clean...cool!

**FRANK MEDICO V.F.Q.** (Very Fine Quality) Bowls of rich-grained briar. Wide variety of shapes. With box of 10 filters... **\$2**

**Frank Medico Standard Quality**, still... **\$1**

**Frank Medico Cigarette Holders**... **\$2 and \$1**

S. M. FRANK & CO., INC., NEW YORK 22

CONTINUED ON PAGE 28





**Civic Service** of Mr. D... includes frequent radio cooperation on safety campaigns in news broadcasts, for Police Chief W. E. Hickman (right). He often speaks at churches, schools and clubs, leads in planning city's musical events.



**Hearing Kept Busy**—Between broadcasts Mr. D... calls on local radio advertisers. Above he talks to Lion Oil Co. executive with O. L. Radford, local Sonotone Consultant (second from right), and Max Friend, Sonotone manager for Arkansas (right).



**Boys Club Sponsor**—In two months 175 youngsters have joined Mr. D... 's Junior Wild Life Association. He aims to make wild life study a part of school programs. At pleasant pond above, he teaches ABC's of fishing (Any Bite Counts!).

## HE HEARS... AND THOUSANDS LISTEN!

**D**OWN IN THE bustling oil-refining district of South Central Arkansas, everybody knows Joe D... 's\* radio news broadcasts, his dialect programs of "Old Uncle Mose", his "Rod and Gun Club of the Air."

The wonderful thing about Joe D... is that he hears himself speak only by means of his Sonotone hearing aid! Yet he can hear so keenly, in spite of an extreme hearing loss of 75 decibels, that his broadcasts of difficult dialect are among the best in radio!

Mr. D... 's remarkable hearing success is due to talents and energies that just wouldn't take defeat. For twenty hard years he battled against his increasing hearing loss, giving up his activities grimly, one by one, but never his ambitions. And finally, ten years ago, he came to Sonotone.

*Right then and there he began to learn the difference between wearing a Sonotone and any other hearing aid.*

For when Sonotone's expert local Consultant examined Mr. D... , he found he could hardly hear with the standard air-conduction receiver used by all hearing aids at that time. But he could hear quite well with Sonotone's newly-invented bone-conduction receiver (offered as an alternative to Sonotone air conduction). And soon afterward, when Sonotone's first vacuum-tube instruments raised Mr. D... 's hearing to a still higher level, his radio career began! Since that time, with ever-better Sonotones and the never-ending, dependable work of trained Sonotone Consultants to keep his hearing at its best, Mr. D... has gained success—and achieved a full, useful career in radio and public life!

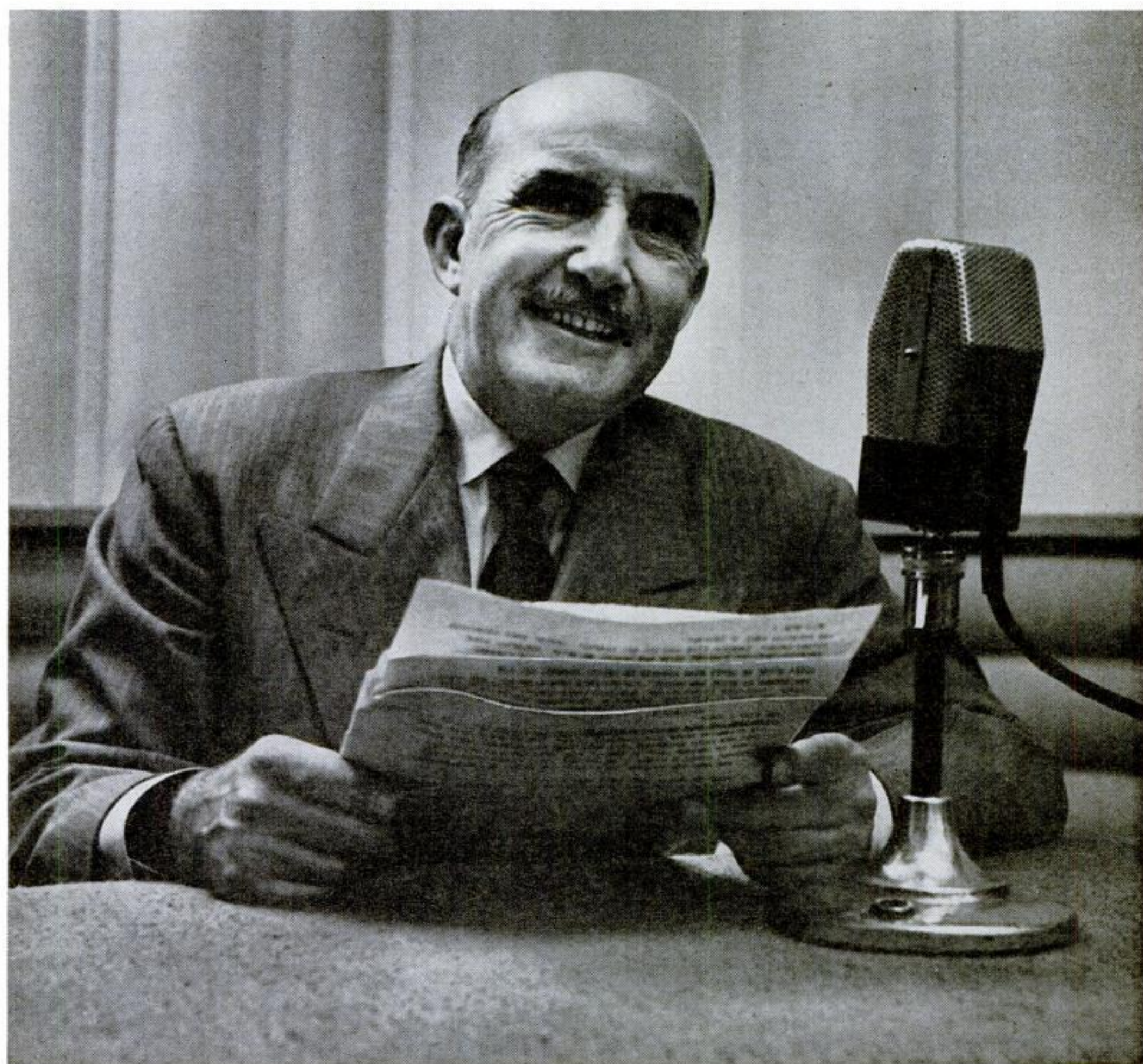
The great "difference" in wearing a Sonotone is that Sonotone keeps on working to give each user his best possible hearing. Sonotone Consultants take responsibility for providing the correct Sonotone for each individual's needs—for teaching people how to use their Sonotones for best results—and for offering the continuing friendly help and guidance most hearing aid users require.

And Sonotone's great hearing aid research laboratories are constantly at work on little ways and great ways to further the cause of better hearing! For instance, physicians were told last month of the invaluable new Sonotone Professional Table Set, powered through electric outlets. *For the first time it permits easy, quiet conversation with patients almost totally deaf...* Think of its usefulness in consultation, clinics, hospitals, schools, courtrooms and churches!

*Sonotone really serves the hard of hearing. That's why 81.6% of all new Sonotone clients are sent by satisfied users! That's why everyone who plans to buy a hearing aid should talk to those who wear Sonotones!*

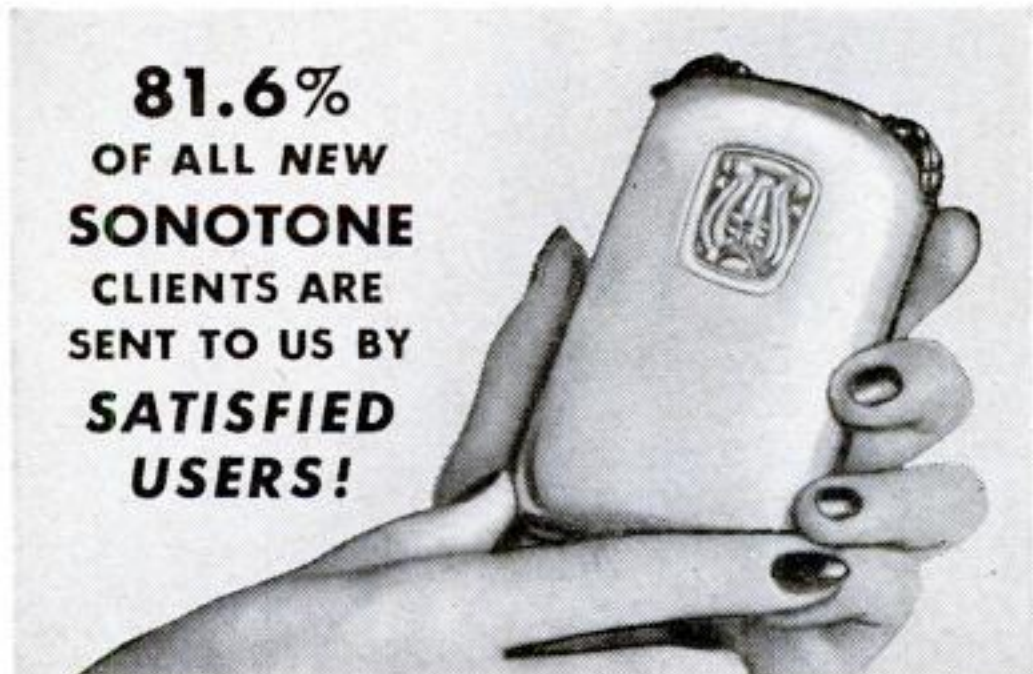
Sonotone's wonderful instruments and local, responsible Sonotone care are available across the U. S. Look in your 'phone book, or write for the nearest address. *Your hearing deserves the best.*

\*Name omitted in accordance with medical principles.



**Better Hearing "On the Air"**—Joe D... , popular Arkansas news announcer and program radio artist, often tells his large audience that he owes his own hearing to Sonotone! Wearing his hearing aid, he broadcasts weekly with perfect voice control.

**81.6%**  
OF ALL NEW  
**SONOTONE**  
CLIENTS ARE  
SENT TO US BY  
**SATISFIED**  
**USERS!**



**MAIL THIS COUPON NOW!**

**SONOTONE** Box 224  
Elmsford, N. Y.

☐ Send FREE booklet, "Freedom from Fear," telling about Sonotone's plan and the New Miniature Sonotone "900."  
☐ Send data on the new Sonotone Table Set (for professional use only).

Name.....

Address.....Apt.....

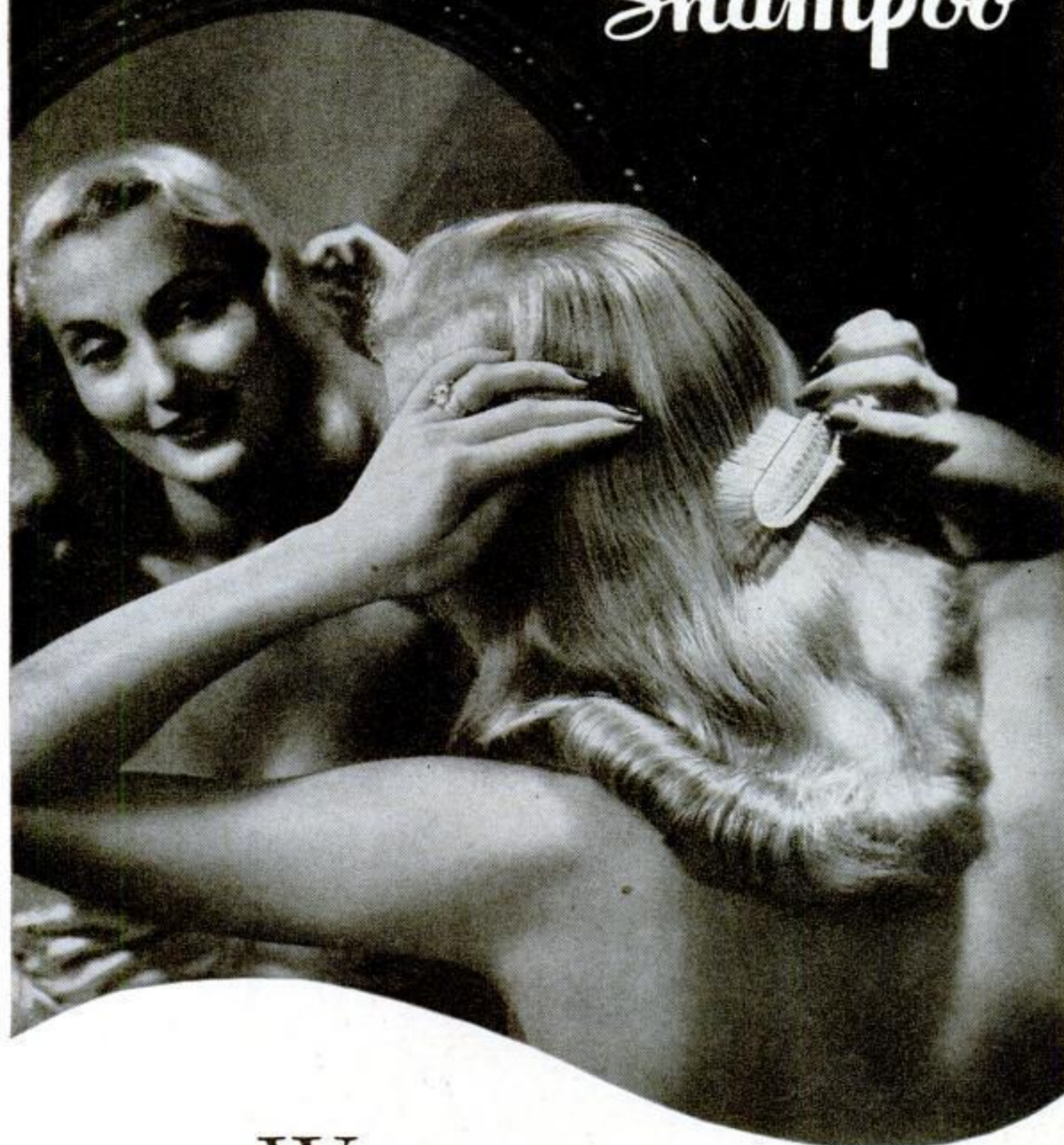
City.....State.....

© 1948, Sonotone Corp.



FOR LOVELIER HAIR...  
SPECIALISTS IN BEAUTY SAY

# Pure Castile is the best Shampoo



Wake up the natural beauty of your hair! Let Conti Castile Shampoo cleanse it gently, safely—and economically. Conti is made only with 100% pure castile and pure olive oil.

Laboratory tests  
prove that Conti . .

**Rinses Quickly**  
**Sets Better**  
**Holds Waves Longer**  
**Removes Loose Dandruff**

Why experiment with synthetic cremes or soapless detergents when pure Conti Castile Shampoo leaves your hair so lovely, shining and so easy to manage! It's the pure, mild shampoo recommended by beautiful women for generations.

CONTI Never Dries Out  
The Hair or Scalp

# Conti Castile

THE QUALITY SHAMPOO



## LETTERS TO THE EDITORS

CONTINUED

ing it into coal cars and shipping it out of town mixed in with the coal.—ED.

### FORBIDDEN FEATHER

Sirs:

On a leisurely yesterday I was thrilled by an egret stalking about a Kansas prairie pool and delighted when LIFE of Sept. 27 confirmed my identification. Friends swore it was a "whooping crane," "pixilated heron," etc.

Then on page 140 of the same issue I was horrified by the abortive bonnet worn by Louella Parsons at the



REAL



NYLON

Hollywood circus. Please assure me those plumes are glycerolated horse-tails; if she is wearing egret feathers she should be proclaimed a beldam who defies our conservation laws and given some good molting publicity.

DELOS V. SMITH JR.

Hutchinson, Kan.

● The plumes are neither the tails of horses nor the feathers of egrets, but nylon bristles shaped to look like egret feathers and bound with rhinestoned ribbon.—ED.

**Subscription rates:** U.S., Alaska, Hawaii, Canada, Newfoundland, 1 yr., \$6.00; 2 yrs., \$11.00; 3 yrs., \$15.00. LIFE International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$4.50; all Pan American Postal Union countries and Philippines, 1 yr., \$6.00; Great Britain and Ireland, 1 yr., \$8.00; all other countries, 1 yr., \$7.50.

**Change of Address:** Four weeks' notice is required. When ordering a change, please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

**Address all subscriptions and correspondence concerning them to:** LIFE Subscription Dept., 540 N. Michigan Ave., Chicago 11, Ill.

**Address all editorial and advertising correspondence to:** LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Vice President & Treasurer, Charles L. Stillman; Vice President & Sales Director, Howard Black; Vice Presidents, Allen Grover, C. D. Jackson, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Production Manager, N. L. Wallace; Circulation Director, F. DeW. Pratt; Producer THE MARCH OF TIME, Richard de Rochemont.

Give your  
Lighter new

# ZIP!

**ZIPPO flints!**  
Especially made to the specifications of the makers of famous Zippo windproof lighter. Sure-sparking. Long-lasting. Fit most lighters. 4 for 10¢.

**ZIPPO fuel!**

Another great Zippo product! Quick-lighting. Burns with clean, clear flame. Works in any lighter. Now available in cans with convenient pouring nozzle, 25¢.

Give a friend a grand  
gift with this new  
3-in-1 kit!



WHAT A  
CONVENIENCE!

A year's supply of flints (for the average smoker), and a can of Zippo fuel, for only 50¢ extra with any Zippo lighter. Ask your nearest dealer.

Zippo Manufacturing Company, Bradford, Pa.



Someone  
is looking  
at your  
legs...

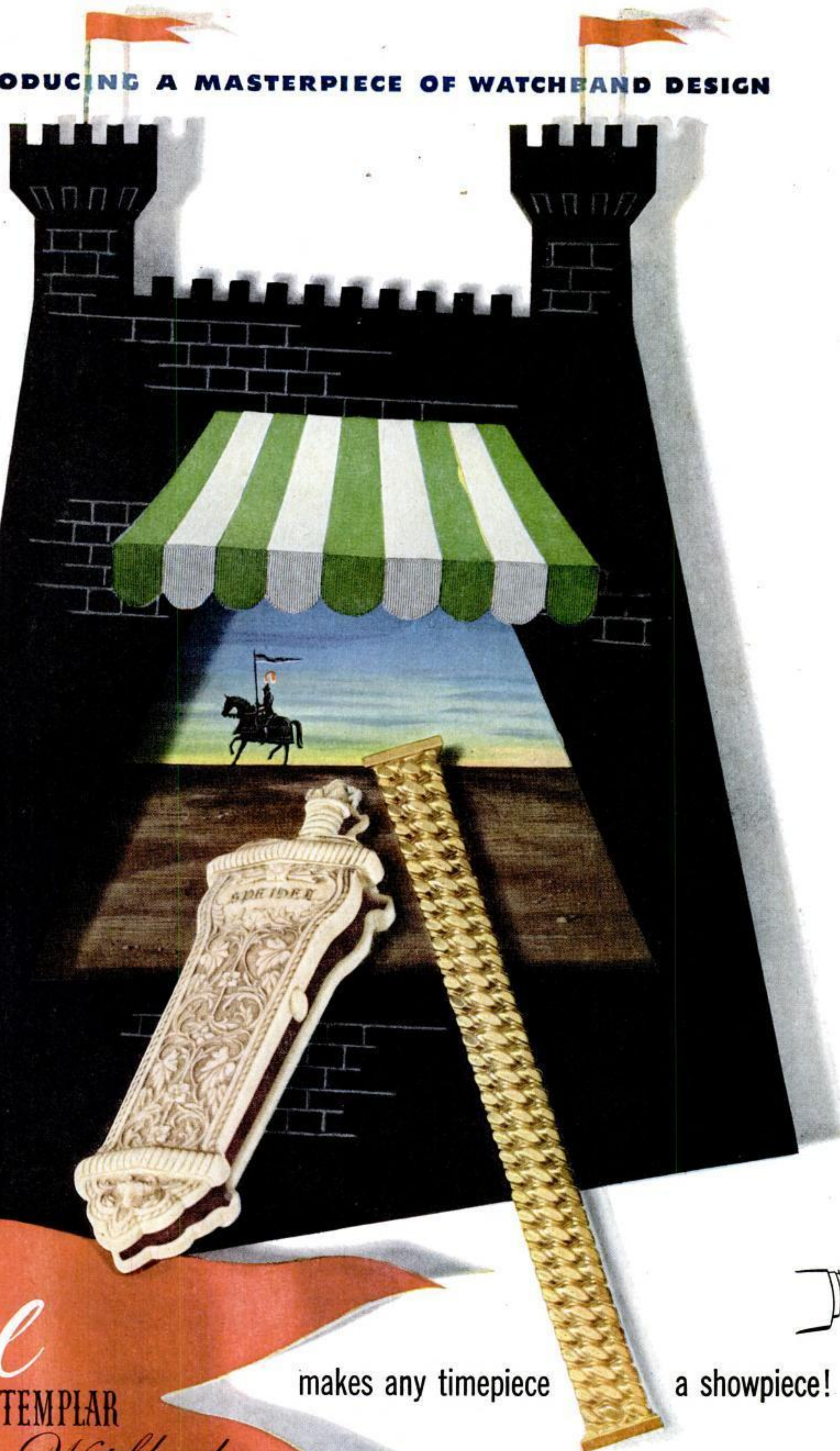
AT BETTER  
STORES  
EVERYWHERE

# ALBA Nylons

MADE OF DUPONT NYLON  
PILOT FULL FASHION MILLS, INC., EMPIRE STATE BUILDING, N. Y.



INTRODUCING A MASTERPIECE OF WATCHBAND DESIGN



*Speidel*  
GOLDEN TEMPLAR  
....*Watchband*

makes any timepiece

a showpiece!



**\$12.95**  
Incl. Fed. Tax

a masterful adaptation in a man's expansion watchband of the fabulous hand-lapped interwoven curb chain worn by history's gallant knights. Speidel's authentic replica of a medieval scabbard makes a magnificent gift box for his GOLDEN TEMPLAR. In Yellow, Pink or White.

Hear the "Mystery Tune" on Speidel's "Stop The Music" Show ... 8:30 p.m. Eastern Time A.B.C. Coast to Coast.

At better jewelers everywhere SPEIDEL CORP. • 80 SHIP ST. • PROVIDENCE, R. I.

COPYRIGHT 1948





*Like the Falcon... sleek and powerful!*

Like a sleek, blue-black falcon about to dive, your "Eveready" flashlight snaps into action with no waste motion... And like the alert falcon, "Eveready" flashlights with "Eveready" batteries pack sheer power! Your "Eveready" flashlight is so light, so easy to carry, so easy to grip. It casts a brilliant, perfectly-focused, long-range beam. It's precision craftsmanship that makes "Eveready" flashlights and batteries America's most dependable, most popular source of portable light!



*"Eveready"*

**FLASHLIGHTS AND BATTERIES**

The registered trade-mark "Eveready" distinguishes products of  
**NATIONAL CARBON COMPANY, INC.**  
 30 East 42nd Street, New York 17, N. Y.  
 Unit of Union Carbide and Carbon Corporation



FOR LONGER LIFE AND BRIGHTER LIGHT—be sure your flashlight is loaded with "Eveready" batteries, the world's largest-selling flashlight batteries!



#2231 "EVEREADY" SMALL 2-CELL automatic spotlight. Complete with 2 No. 935 "Eveready" batteries. \$1.65



#2251 "EVEREADY" 2-CELL automatic spotlight. Complete with 2 No. 950 "Eveready" batteries. \$1.65



#2351 "EVEREADY" 3-CELL long-range spotlight. With 3 No. 950 "Eveready" batteries. \$1.95

**THREE BLACK BEAUTIES.** Ask your dealer to show you these beautifully constructed "Eveready" flashlights. Each has a pre-focused lamp with protecting shock absorber... heavy gauge seamless brass tube... chromium finish with durable black decoration. Other models available.



COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED  
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

## CONTENTS

### THE WEEK'S EVENTS

POLITICAL CAMPAIGN REACHES CLIMAX.....	33
EDITORIAL: THE ELECTION.....	44
HOLY CROSS PLAYERS FAIL TO GROUND A PUNT.....	45
ZIM, MINN. IS SAVED FROM FOREST FIRE.....	46
CONTROVERSIAL PLAY ENLIVENS DULL SERIES.....	51
DE GAULLE PUTS HIMSELF ON VIEW.....	52
PARASOL PROTOCOL RULES IN COLONIAL MEETING.....	57
WILHELMINA GETS AN ORANGE CHEER.....	77

### ARTICLE

KARL MARX, by HUBERT KAY.....	62
-------------------------------	----

### CLOSE-UP

SIR LAURENCE OLIVIER, by JOHN KOBLER.....	128
---	-----

### PHOTOGRAPHIC ESSAY

VIENNA	
PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL.....	119

### SPORTS

THE THREE BEARS.....	79
----------------------	----

### SCIENCE

NEW GRASS FOR THE WEST.....	85
-----------------------------	----

### ART

FAMILY PORTRAITS.....	90
-----------------------	----

### NIGHTCLUBS

LENA HORNE.....	101
-----------------	-----

### HOUSING

HOW LIVABLE IS A MODERN HOUSE?.....	105
-------------------------------------	-----

### THEATER

"EDWARD, MY SON".....	111
-----------------------	-----

### FASHION

NEW FURS.....	145
---------------	-----

### MODERN LIVING

FACTS-OF-LIFE DOLLS.....	156
--------------------------	-----

### OTHER DEPARTMENTS

LIFE'S REPORTS: THE FÜHRER'S FACE, by DAVID RICHARDSON.....	5
SPEAKING OF PICTURES: CARTOONISTS MAKE IDEA ABOUT DREAMS LAST THREE YEARS.....	14
LETTERS TO THE EDITORS.....	19
LIFE VISITS THE HAPPY HERMIT OF CABBAGE KEY.....	150
MISCELLANY: ORPHAN KANGAROOS.....	163

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



### LIFE'S COVER

Barbara Wood on this week's cover is one of New York's busiest models. Her professional name is Taffy because of the color of her hair. Twenty-six, she is married to a sales executive and commutes to her jobs by subway from her apartment in Riverdale, on the outskirts of New York City. Except for an occasional game of tennis she has no time for hobbies, for she works every day in the week except one, when she gives her nurse a day off and stays home to look after her two daughters, aged 2½ and 6. The ivory-colored muskrat jacket she wears is by Esther Dorothy. For more fur news see pages 145-149.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

#### COVER—GORDON PARKS

5—EDOUARD RENNER	86—LANDWEHR FROM WESTERN WAYS—CHARLES W. HERBERT FROM WESTERN WAYS
9—A.P.	87—CHARLES W. HERBERT FROM WESTERN WAYS
16—BOT. COURTESY THE HARVARD LAMPOON	89—CHARLES W. HERBERT FROM WESTERN WAYS
25—BOT. EVA S. ZEISEL	—RAY J. MANLEY FROM WESTERN WAYS
28—NATIONAL AUDUBON SOCIETY—ALLAN GRANT	90—PORTRAITS, INC. LENT BY JOHN NICHOLSON GALLERY
33—HOPKINS PHOTOGRAPHY CO.	91—FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY MRS. EMIL J. STEHLI—FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY THE METROPOLITAN MUSEUM OF ART
34, 35—FRANK SCHERSCHEL, ANTHONY SODARO—FRANK SCHERSCHEL	92, 93—FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY VINCENT ASTOR
36, 37—LT. LOOMIS DEAN—MICHAEL ROUGIER; CEN. WALLACE KIRKLAND—DON ULTANG, JOHN NEAGLE—FRANCIS MILLER; RT. CARL IWASAKI	94—FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY JOHN S. PHIPPS, FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY CARNEGIE INSTITUTE—FERNAND BOURGES COURTESY PORTRAITS, INC. LENT BY MR. AND MRS. NELSON DOUBLEDAY
38—WAYNE MILLER, JOHN MALONE—WAYNE MILLER, FRED MILKIE	101—W. EUGENE SMITH
39—ROBERT W. KELLEY	102—SECOND ROW CULVER SERVICE—EUROPEAN—LEONARD MCCOMBE
40—JON BRENNIS FROM CAL-PICTURES—ANTHONY LINCK	105 THROUGH 108—JOE SCHERSCHEL
41—WERNER WOLFF FROM B.S.	111 THROUGH 114—W. EUGENE SMITH
42, 43—A.P.—ACME, FRANCIS MILLER; RT. ACME	119, 120, 121—DMITRI KESSEL
45—MARVIN F. RICHMOND FROM WORCESTER TELEGRAM	122—DMITRI KESSEL—MAP BY ANTHONY SODARO AND FRANK STOCKMAN
46—BOB BROWN FROM A.P.	123 THROUGH 127—DMITRI KESSEL
51—ROBERT W. KELLEY—HY AND DAVID PESKIN	128, 129—N. R. FARBMAN, HANS WILD
52—INT.—AGIP FROM B.S.—A.P.	130—ANTHONY LINCK, EILEEN DARBY FROM GRAPHIC HOUSE—EILEEN DARBY FROM GRAPHIC HOUSE
54—WALLACE KIRKLAND—ACME—A.P.	132—HANS WILD
57—A.P.	137—ACME
58, 59—WILLIAM J. SUMITS	138—WIDE WORLD
60—WILLIAM J. SUMITS—GRAPHIC PHOTO UNION—WILLIAM J. SUMITS	140—N. R. FARBMAN
62—WILLIAM J. SUMITS	143—HANS WILD
63—THE BETTMANN ARCHIVE	145 THROUGH 149—GORDON PARKS
64—HISTORICAL PICTURES SERVICE, THE BETTMANN ARCHIVE	150 THROUGH 155—SAM SHERE
66—SOVfoto	156—MARTHA HOLMES—CORNELL CAPA
67—HISTORICAL PICTURES SERVICE	159—MARTHA HOLMES
68—THE BETTMANN ARCHIVE	160—MARTHA HOLMES—MARTHA HOLMES—CORNELL CAPA
75—DR. WILLET CUNNINGTON COLLECTION, MANCHESTER CITY ART GALLERY	163, 164—HORACE BRISTOL FROM MAGNUM
77—DMITRI KESSEL & YALE JOEL	
79—HANK WALKER	
80—NIELS LAURITZER FROM MILWAUKEE JOURNAL—HANK WALKER	
85—RAY J. MANLEY FROM WESTERN WAYS	

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

# MONTE CARLO...

## and the Truth about that Hand Kiss



Tennis tournament—and I won! And the judge kissed my hand. (Was I thankful my hands felt smooth—glad I use Jergens Lotion!) Bob was watching and later...



Strolling near the Casino—"Must be nice, that hand-kissing," Bob said, "...when a girl's hands are soft as yours." I shivered with joy. And that night...



On the balcony—Bob kissed both my hands. "So lovely," he said. "I want your soft hands for mine—all my life."

So my hands must be always soft. I know they can be—I'll always use Jergens.

Now your hands, too, can feel even softer and smoother with Jergens Lotion care. Today's Jergens Lotion is finer than ever, as a result of up-to-date research. Protects even longer, too.

Hollywood Stars are so wise—they use Jergens Lotion 7 to 1 over any other hand

care. And two ingredients many doctors use for skin-beautifying are both in your Jergens Lotion. Simple and lovely—no oiliness and no sticky feeling. Still 10¢ to \$1.00 (plus tax) for today's Jergens Lotion—finer than ever.

Used by More Women than Any Other Hand Care in the World



For the Softest, Adorable Hands, use Jergens Lotion



# Two Ways to Weigh a Baby

WRIGGLING, fragile, precious package . . . it's quite a job the first time you put your first-born on the scales, isn't it? But it's nothing to the task that awaits you when you realize how much of your child's life lies in your hands—and you begin to weigh its future.

This second kind of weighing, you realize, will be your job for a long time. But the trouble is your own future is such an unknown quantity. There's the possibility that someday you may not be with your family to see that

they get all you plan for them. When you face that problem, as all parents must, that's the time to call on The Prudential.

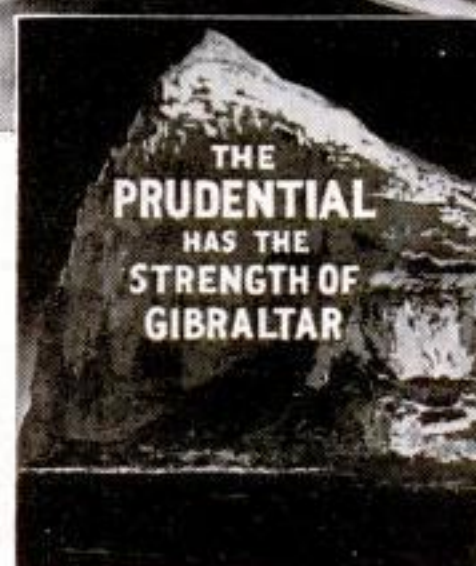
Prudential representatives can help you plan a more secure future for your family. Let one of them drop in for a friendly talk tomorrow, whether you need more insurance or just information.

★

Enjoy the *Prudential Family Hour of Stars*—Sunday afternoons, CBS. And the *Jack Berch Show*—Every morning, Mondays through Fridays, NBC.



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



**THE PRUDENTIAL**  
INSURANCE COMPANY OF AMERICA

*A mutual life insurance company*

HOME OFFICE: NEWARK, NEW JERSEY





## PERFECT CAMPAIGN PICTURE

As every good candidate must, Oklahoma's Ross Ritzley, running for the U.S. Senate, proves he loves horses,

Indians and babies. And World War I statue in the background is not calculated to alienate the veterans' vote.

## CAMPAIGN CLIMAX

WITH DEWEY FAR IN LEAD THE CRUCIAL FIGHT IS FOR CONTROL OF SENATE AND STATE OFFICES

Up and down the land the hundreds of candidates for public office bustled hopefully from county fair to fish fry, from rodeo to church sociable. Their handshakes were firm and their smiles irresistible, and they deemed it a rare pleasure to admire such local phenomena as public parks, statues, the legs of drum majorettes and the flanks of prize steers. They proved they were good sports by downing cool hot dogs and warm soda pop, and never showed the slightest annoyance during the

longest meeting or the dustiest bus ride. If a wailing baby interrupted their speechmaking, they merely chuckled like indulgent uncles.

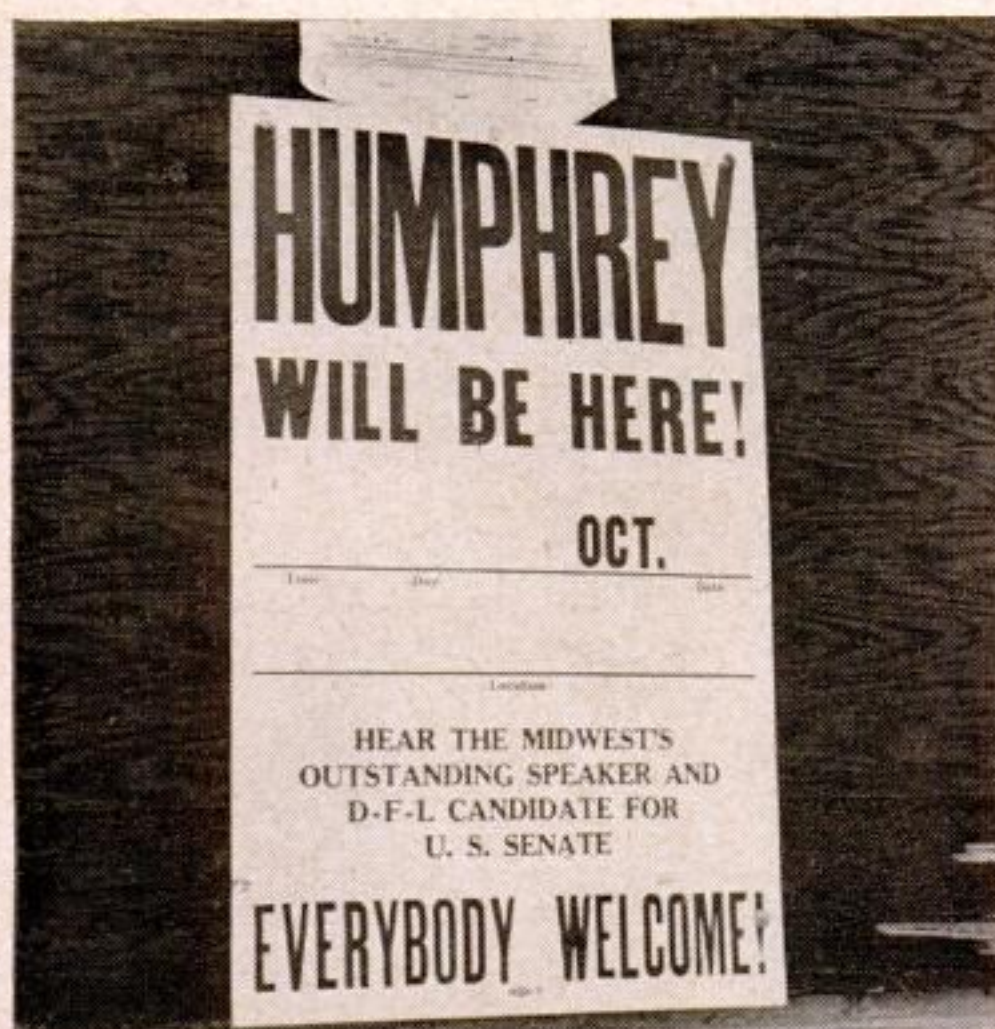
The 1948 campaign was moving into its last hectic days. The U.S. people had already decided the presidential issue; the polls showed that the nation overwhelmingly wanted a new Republican administration instead of the Truman variations on the old New Deal theme. But some states were having such hot senatorial races (pp. 34-37)

that there was still the amazing possibility that the Democrats might capture the Senate while they were losing the White House. There were important governorships at stake (pp. 38, 39) to serve as bases of operation for 1952. And anyway the public would never forgive a candidate who failed to fight it out to the last ditch—and to provide the show, the pomp and the occasional little falls from dignity that are as much a part of the U.S. political tradition as the secret ballot.





BEFORE A CROWD OF EARNEST YOUNG STUDENTS IN THE GYMNASIUM OF ST. CLOUD TEACHERS' COLLEGE, MINNESOTA'S SOBER-MINDED SENATOR JOE BALL EXPLAINS



**CAMPAIGN POSTER** advertises arrival of Ball's opponent Hubert Humphrey, who is as ubiquitous as Kilroy.



**SKEPTICAL MINNESOTAN** of type which has made state famed for independent politics listens to Humphrey.



**IN SOUND TRUCK** Humphrey stands before a church and speaks to a little group of citizens on sidewalk of a

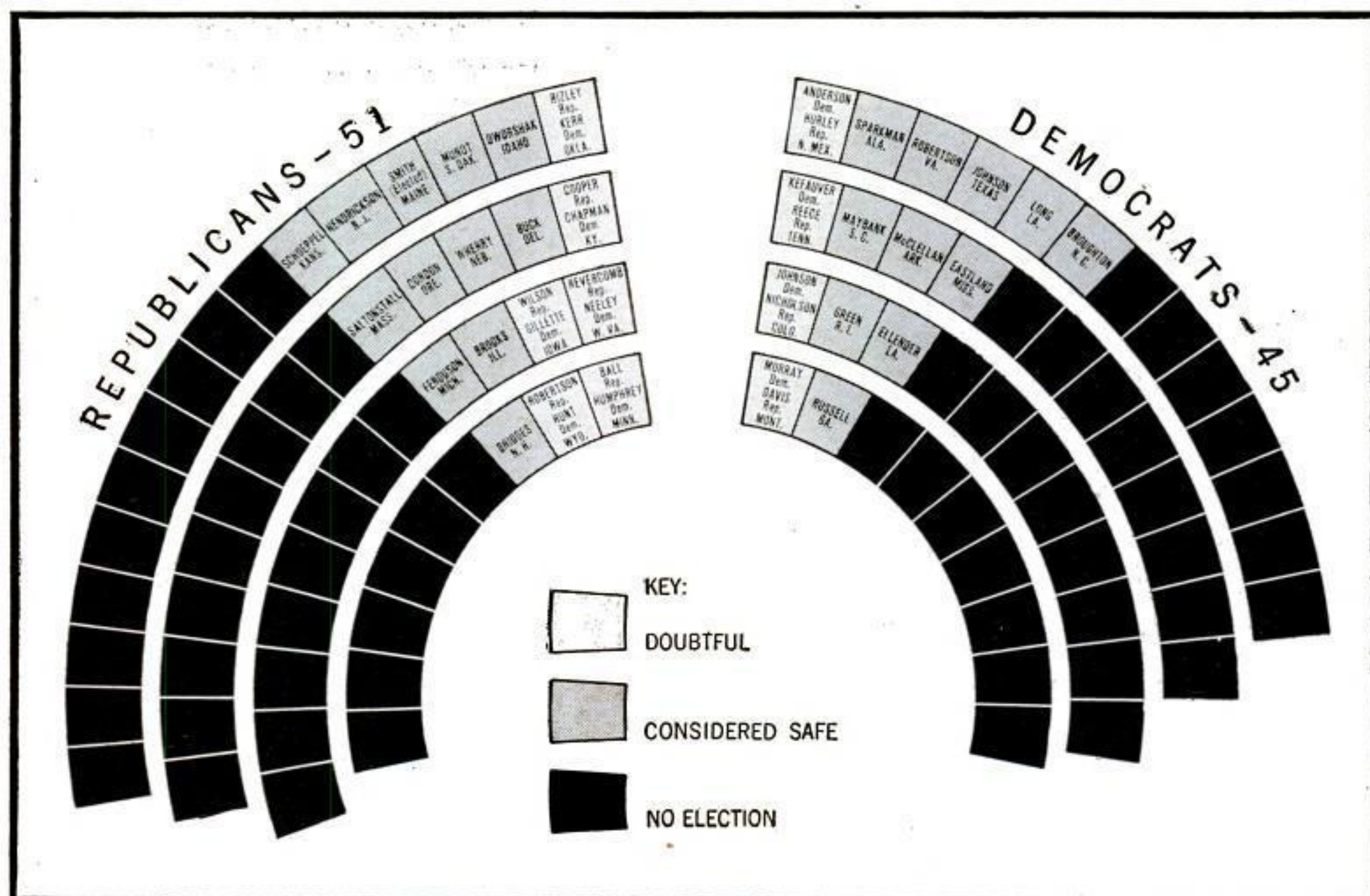




HIS CONTROVERSIAL VOTES ON LABOR AND EUROPE



grocery store in Thief River Falls. He loves campaigning and gives small audiences as good a show as big ones.



SENATE SEATS up for contest in this election total 33, of which 18 are now held by Republicans (left side) and 15

by Democrats. Light gray indicates seats where local experts believe incumbent party may have trouble winning.

## SENATE RACE WORRIES G.O.P.

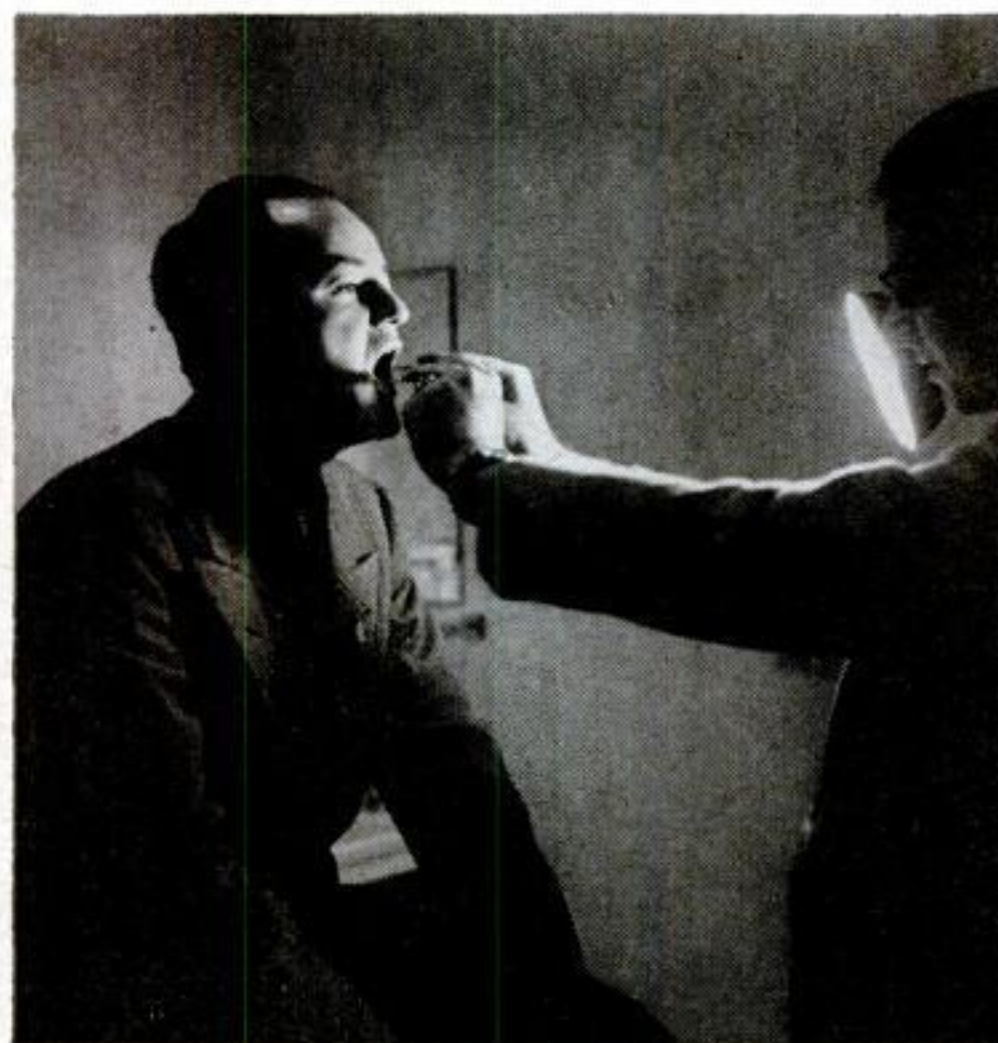
Its candidates, facing some strong rivals, hope for a Dewey landslide

For the last two years the U.S. has had a Democratic President and a Republican Congress, producing a kind of political schizophrenia which was not conducive to efficient government. Now, due largely to the fact that the nation elects only a third of its senators every two years, there is a chance that the split in Washington might be reversed with a Republican President and a Democratic Senate. Out of the 15 Democratic Senate seats which are at stake this year, 10 are in the southern belt and one in the Democrats' northern stronghold of Rhode Island, leaving only four in which the Democrats seem to be at all vulnerable. But of the 18 Republican seats at stake, six are doubtful—three because they are in the normally Democratic states of Oklahoma, Kentucky and West Virginia, three because they are being contested by Democrats of great local popularity. If the Democrats can win all their own doubt-

ful contests and knock off four of the doubtful Republicans, they will take over.

One Republican in trouble is Minnesota's Joe Ball (left). Joe Ball, a bashful campaigner and a stubbornly honest man who speaks his mind even if he knows it means trouble, could probably beat any ordinary opponent despite his lack of political glibness. But against him the Democrats have pitted a young fireball, 37-year-old Mayor Hubert Humphrey Jr. of Minneapolis. Humphrey, who would rather politick than eat, has a comfortable lead over Ball in the Minneapolis *Tribune's* statewide poll.

In races like this the Republicans have to rely on the overwhelming weight of a Dewey landslide and the reluctance of many voters to split a ticket. If Dewey wins as convincingly as signs now indicate, he may carry in the doubtful G.O.P. senators and even make inroads in some of the Democratic states.



THROAT TROUBLE, a hazard of energetic campaigners, sends Humphrey to a physician in Thief River Falls.



AT G.O.P. DINNER in Little Falls, Ball is introduced by Congressman Harold Knutson, also up for re-election.





**NEW MEXICO** Senate race is between former Secretary of Agriculture Clint Anderson, shown above seeking the vote of a workman at the Kennecott copper mine, and Major General Pat Hurley, Secretary of War under

Hoover, the white-haired spectator at a village dance in photograph below. Republican Hurley is the more colorful but Democrat Anderson, a down-to-earth campaigner who knows many voters by first name, is a slight favorite.



## Campaign CONTINUED



**COLORADO** Senate race features debates between Republican Will Nicholson (*left*), a broker who is a newcomer to politics, and Democrat Edwin Johnson, who seeks reelection. Johnson is favored on basis of past performance.



**IOWA REPUBLICAN** is incumbent Senator George A. Wilson. He is a veteran in Iowa politics but has been handicapped in this campaign by an operation which removed his lower teeth. Straw ballots show he is dropping behind.



**KENTUCKY DEMOCRAT** Virgil Chapman (*center*) attends mule sale. Chapman, now a congressman, has antagonized Kentucky labor and is considered the underdog. But Barkley's presence on national ticket will help.





**ILLINOIS** race is featured by this stunt which Democrat Paul Douglas likes to use at meetings. Vacant chair symbolizes refusal of his opponent, Senator C. Wayland ("Curly") Brooks, the heavy favorite, to debate with him.



**IOWA DEMOCRAT** is ex-Senator Guy Gillette, whom even Republicans like. President Roosevelt once tried unsuccessfully to purge him, and when he was finally beaten in 1944 he led the state ticket by about 57,000 votes.



**KENTUCKY REPUBLICAN** Senator John S. Cooper (left) shakes hands with a constituent. Cooper was elected when "Happy" Chandler resigned to become baseball commissioner, has compiled an excellent voting record.



**WYOMING'S** dignified Senator Robertson, who is running for re-election, unbends a little by indulging in square dance at the Laramie Country Club (above). Below: Governor Lester Hunt, his Democratic opponent, is much less

bashful about advertising his many virtues as he sits in his campaign automobile chatting with a voter. Hunt, who has been seeing a lot of his constituents while Robertson was busy in Washington, is believed to have the edge.







**ILLINOIS' DWIGHT GREEN**, G.O.P. incumbent running for re-election, tosses a football back and forth with a youngster during a Chicago parade. Although charges

of corruption in office have cost him votes, Green is reasonably sure of winning by 150,000 anyway. "Remember," he says, "there isn't any F.D.R. to fight this time."



**ILLINOIS' ADLAI STEVENSON**, seated beside driver in torchlight parade, opposes Dwight Green on a Democratic "clean government" platform. Stevenson's father was Illinois' secretary of state in 1914-17; his grandfather, Vice President under Cleveland.

## Campaign CONTINUED



**OHIO'S THOMAS HERBERT**, G.O.P. incumbent who is running against Democratic Former Governor Frank Lausche, flashes a toothy grin at a voter's sober youngster.

# THE GOVERNORS

Candidates in 33 states seek job that often leads to White House

In 33 states gubernatorial candidates were also running, somewhat obscured in the dust kicked up by the presidential campaign and the battle for the Senate. But such contests frequently have national consequences—12 U.S. presidents have jumped into the White House from the springboard of a governorship. In most states the outcome was no longer in doubt. In at least seven—Missouri, Washington, New Mexico, Utah, Delaware, Montana and Ohio—the finishes promise to be close. Last week the Republicans were confident they would score enough victories to upset the present balance—24 governorships apiece—and emerge with a majority of 26.



**WASHINGTON'S ARTHUR LANGLEIE**, Republican ex-governor who opposes the Democrats' Mon C. Wallgren, angles for rural vote at a fair. Langlie, onetime mayor of Seattle, is expected to beat Wallgren, old friend of President Truman, by narrow margin.





**MASSACHUSETTS' ROBERT BRADFORD** (*right*), wearing the shiny top hat and cutaway which are rapidly disappearing from the American political scene, stands outside the State House in Boston with State Treasurer Laurence Curtis during a Catholic

youth parade. Gubernatorial Candidate Bradford is now credited with a slight lead over Democrat Paul Dever, largely due to a swing toward Dewey in Massachusetts which may carry the state for Republicans for the first time since Calvin Coolidge did it in 1924.





HENRY WALLACE PROUDLY DISPLAYS GIANT SQUASH FROM A CALIFORNIA ADMIRER. IT WAS INSCRIBED WHEN SMALL, AND LETTERS AND SQUASH GREW BIG TOGETHER

## THE THIRD PARTIES

All they can get is the exercise

It takes a brave man to go through the rigors of a presidential campaign—but the U.S. never lacks for hardy souls who are willing to try. This year the U.S. has three prominent "third party" candidates. The Progressives' Henry Wallace has been campaigning harder and farther than either Dewey or Truman—even though his party has got so

bogged down that it withdrew 15 of its candidates in various states last week. The Dixiecrats' J. Strom Thurmond has stayed in the South but professes to hope for a miracle which will see an electoral college deadlock and his own selection by Congress. Only the Socialists' Norman Thomas, who just runs from force of habit, talks realistically about his chances.



**DIXIECRAT** Strom Thurmond, who may get upwards of 50 electoral votes in Southern states, carries his crusade close to the Mason-Dixon line by addressing a tobacco festi-

val at La Plata, Md. At right is a curtain of tobacco leaves. At left is throne of festival's "Queen Nicotina XIV," whom Thurmond, who neither smokes nor chews, crowned.





**SOCIALIST** Norman Thomas, who has been running for president every four years since 1928, sets up his speaker's stand in a factory street of Bridgeport, Conn. Thomas,

whose best showing was 884,781 votes in 1932, conceded in August that Dewey would win, has since confined campaign to inexpensive rallies and letters to the *New York Times*.





PRESIDENT MEETS MARSHALL ON RETURN FROM PARIS AS IF NOTHING HAD HAPPENED

## TRUMAN'S LAST STAND

His scheme for mission to Moscow backfires but he still carries on

President Truman was still carrying on bravely last week. Boss Frank Hague gave him a rousing reception in New Jersey (*right*). He even invaded Albany to speak in the rain almost under the shadow of Dewey's statehouse. But at week's end it became apparent that even Truman knew he was beaten.

It developed that Truman and his adviser Clark Clifford had conceived a bold and desperate plan. In an effort to prove that Truman was striking right at the heart of the Berlin crisis, he would send Chief Justice Vinson to Moscow, to sit down with Stalin. And he would announce this startling and unexpected news in a surprise coast-to-coast radio broadcast.

When word of this scheme reached the State Department, Truman's own appointees nearly exploded into small pieces. Direct negotiations would bypass and discredit the U.N. Furthermore they would be a breach of faith with Britain and France. They would undermine the whole diplomatic machinery—and would not accomplish a thing. Truman was promptly given his choice—if he insisted on his mission to Moscow, both Secretary Marshall and Undersecretary Robert Lovett would resign.

Reluctantly, the President abandoned his plan. To colleagues who wondered why he ever conceived it, he snapped, "I've got to do something dramatic."



ALBANY DRIZZLE catches Truman on rear platform of campaign train. He called it "Democratic weather."



NEW YORK SHOWER forces Dewey to take cover under trench coat at ground-breaking for a housing project.







AY H  
SHO

AS TRUMAN PARADES IN THE OLD PARTY STRONGHOLD OF NEW JERSEY  
THE DEMOCRATIC BOSSES SET OFF A NOSTALGIC FIREWORKS DISPLAY



# THE ELECTION

## DEWEY PROMISES THE MOST EFFECTIVE USE OF OUR GOODWILL AND POWER

With the election only two weeks away Thomas E. Dewey looks like a shoo-in for the presidency. Since *LIFE* views the prospect with general satisfaction, the temptation is strong to let the inevitable happen without editorial prodding. Come silence or come shouts, the arithmetic of the ballot box will probably remain the same.

But arithmetic, while it is what counts in the ballot box, is not the soul of democracy. Each vote that goes into the hopper is tagged with an individual's responsibility for the future, and the person who votes negligently, casually or carelessly in a time of continually threatening crisis is not living up to his duties as a citizen. The individual need not, of course, explain his vote in public, but he should be able to explain it to himself. The only difference between the individual and a politically responsible publication is that the latter ought to set down the reasons for its choice so that any and all may see.

In 1944 *LIFE* was for Dewey for reasons that were not acceptable to a majority of the voters. It seemed to us then that the Democratic party was in a disintegrating phase. The juice of idealism had gone out of the New Deal, and the war, while it was progressing well from a military point of view, had lost political—and therefore moral—direction. With the Democrats quarreling about almost everything except the "indispensability" of their commander in chief, it seemed hardly likely that they could carry through to a sound peace abroad and to domestic tranquillity at home. Bad as the Republicans had been on foreign policy previous to their Mackinac Island Conference vote in favor of "participation" in world affairs, the party of Thomas E. Dewey seemed a safer bet.

### An Aggressive Candidate

Our 1944 choice was not dictated solely by negatives, for we observed then that Dewey was "young, aggressive, equipped with and surrounded by brains." The description still holds; with Dewey, a progressive Republicanism seems triumphant over the old hacks. And the Democratic party is still falling apart. "Progressive" Henry Wallace and Dixiecrat J. Strom Thurmond are dramatic symbols of this fact.

The reasons for preferring Dewey to a Democrat in 1948 grow naturally out of the issues of 1944, but they have been strengthened by the passage of time. In 1944 it was plausible to accuse the Republican party of "isolationism." Plausibility, however, had nothing to do with strict and absolute accuracy, for Dewey had broken with isolationism as early as 1942. In that year the New York State Republican party's foreign-policy plank, written by himself, had said, "The United States must be prepared to undertake new obligations and responsibilities in the community of nations." A year later, at Mackinac Island, Dewey endorsed a postwar alliance with Britain. This was a significant enough break with the Republicanism of the '20s and '30s but Governor Earl Warren of California capped it by saying he would expand the Dewey proposal to include "all nations who want to join in preserving peace."

Democrats might retort in 1948 that Dewey and Warren are a couple of Johnny-come-lates to the traditional Democratic position on foreign policy. But the retort would overlook

certain important facts. The Democratic foreign policy has elements of soundness, but taken as a whole it is a tissue of bewildering inconsistencies. It looks toward checking Soviet aggression in Europe but does little or nothing about halting Soviet expansion in Asia. It has had no clear attitude toward the German problem, and its Marshall Plan, though noble in intent, has not been used with all possible effectiveness to underwrite certain West European urges toward healthy political federation. In dealing with Communism abroad Truman has belatedly tumbled to the fact that appeasement of a dictatorial Kremlin doesn't work. But on the subject of Communist influences in Washington, which are part of the Kremlin's "great design," Truman has blown alternately too hot and too cold. His "loyalty" check on government employees has not permitted the accused citizen to confront his accusers. But when Congress has tried to do a "labeling" job on Communists within the purview of the Bill of Rights, Truman has yelled "Red herring."

### A Firm Foreign Policy

With Senator Vandenberg, Dewey shares the credit for the bipartisan approach to the main issue of our foreign policy. But in his Salt Lake City and Cheyenne speeches Dewey has indicated a much firmer grasp on the constituent elements of policy than anything shown by Truman. Dewey would harness the great German industrial plant of the Ruhr to the service of West European economic recovery. He would promote a strong West European federation of states. And in China he would throw our influence, our money and our military and economic advice into the scales against increasing Russian infiltration and spoliation. Unlike Truman, who apparently thinks the world is disjointed, Dewey believes the world is both contiguous and round. This enables him to see the reciprocal relationships between Soviet conniving in Europe, in Malaya, in China, and in U.S. governmental, educational and trade-union circles.

In the matter of domestic policy Dewey has promised much without falling into the trap of promising too much. Since our inflation has deep-seated causes that date from the financing of the war and the 1933-1939 efforts to spend our way out of depression, Dewey has taken the sensible line that no cancellation of the long-term drift to high prices can be achieved in a fortnight. But he has promised us a new efficiency in government and a determined effort to hack at the roots of inflation. The poulticing of inflation by OPA methods, which would promote a lawlessness demanding "police state" reprisals, he has apparently rejected out of hand.

Dewey's ability to solicit and take advice is well known in New York State. The Dewey efficiency seems cold to those who are used to government by cajolery and back-slapping, but as long as the efficiency stays within the limits imposed by democratic processes of give-and-take it will be a welcome relief to the factionalism and favoritism of present-day Washington.

Moreover the Dewey efficiency promises much in terms of the "unity" he preaches for America. If we are to have unity in place of the class bickering which Truman has encouraged it

must grow out of a deep awareness of the diverse problems of our many regions and our many groups. That Dewey has such an awareness is apparent. His speeches on sustained-yield forestry and soil conservation are splendidly informed; they indicate that Dewey has gone beyond the problems of the farm he operates in Pawling, N.Y. to a study of the U.S. land and resources as a whole. The cynics who have predicted that Dewey will turn over the public ranges of the West to the overgrazing herds of certain selfish groups should be in for a rude jolt. And if Dewey seems to lack creative imagination when he fails to go beyond the dubious policy of continued reliance on price supports to save the day for U.S. agriculture, it may be said for him that no one has yet been able to solve the farm problem off the cuff.

Unity is, of course, as unity does, and New York State is a good place to look for the evidence of Dewey's sincerity on this score. Since Dewey has done nothing in Albany to undermine the social reforms initiated by Al Smith, it is extremely doubtful that he would begin—or end—his career in Washington by destroying the TVA dams or abolishing the SEC or the antitrust division of the Department of Justice. In New York Dewey has pioneered in the attempt to put state authority behind the effort to eradicate racial bars to employment. He has been solicitous of the rights of labor and he has held the balance between all segments of New York State's multifaceted economy. Dewey has not sold the Schenectady electrical worker, the Cattaraugus farmer or the Utica small businessman to the "gluttons of privilege" in New York City's Wall Street; on the other hand he has not made the mistake of confusing gluttony with productive operation.

### Dewey Deserves the Vote

In announcing its support of Dewey, *LIFE* accepts responsibility for its opinion during the next four years. It does not expect 100% fulfillment of platform or campaign pledges, for the right of opposition in Congress makes any such fulfillment quite improbable. But as a politically independent magazine *LIFE* intends to remind Dewey of his promises if events so demand. Dewey's faith in America, his faith in his fellow citizens' potential for promoting justice both at home and abroad, is such that he deserves the independent vote next month. He is too levelheaded a man to ask the independent to deliver up his vote out of a blind loyalty either to individual or to party.

### PICTURE OF THE WEEK: ➔

The unrehearsed anguish shown here came out of a football game at Worcester, Mass. on Sept. 25. When a Holy Cross punt sailed over the heads of opposing Georgetown players, Holy Cross linemen Tom Kelleher (No. 68) and Bill Stetter (No. 17) dutifully followed it down the field. They refrained from grounding the ball, certain it would roll dead on the one-yard line and put Georgetown in a hole. They guessed wrong. The ball teetered, made one last lurch over the goal line into the end zone, permitting Georgetown to bring it out to the 20-yard line. As it turned out Kelleher and Stetter took the whole thing too seriously; Holy Cross won anyway.





MINOR TRAGEDY ON THE FOOTBALL FIELD:  
TWO HOLY CROSS LINEMEN FAIL TO GROUND  
A PUNT BEFORE IT ROLLS INTO END ZONE





THROUGH BRUSH AND SECOND-GROWTH TREES AN AUTUMN FOREST FIRE RACES UNEVENLY ACROSS THE COUNTRYSIDE TOWARD THE LITTLE TOWN OF ZIM, MINN.

## ZIM, MINN. IN PERIL

Fire encircles town but is put out

It was forest-fire time in the U.S. again. Summer and early fall dry spells had turned the woods kindling-dry and, one after another, parks, hunting preserves and trails had to be closed. Despite all precautions fires broke out here and there. In northern Minnesota a brush fire got out of control and the smoking, sweeping fire shown above raced

through the parched countryside to threaten the tiny community of Zim. Only a frantic battle by fire departments and volunteers saved the town. Foresters uneasily recalled October of 1947, when fires blazed up all over the nation. But at week's end their first good break came. New England, the worst spot last fall, was soaked by a heavy rainfall.



IT'S HERE!  
NEW PACK TIME  
STOCK UP NOW-



PHOTOGRAPHED IN NATURAL COLOR—ACTUAL TOMATOES THAT GO INTO CAMPBELL'S TOMATO SOUP

from the heart of sun-ripened tomatoes  
... comes America's Favorite Soup



Tomato Soup—  
Mmm-Good—and how!  
The New Pack's in,  
So stock up now!


In from the fields they come—  
basket on heaping basket of the  
world's finest and most luscious  
tomatoes. Each has been careful-  
ly grown from special seed, vine-  
ly ripened, picked and rushed to  
Campbell's Kitchens. Here, ac-  
cording to a matchless recipe,  
they are made into a smooth

purée—enriched with creamery  
butter and lightly seasoned . . .  
There you have it—Campbell's  
Tomato Soup—"the soup most  
folks like best". Sometimes add  
milk, instead of water, for an  
extra-delicious cream of tomato.  
Your grocer has the new pack.  
So stock up now!

**Campbell's** TOMATO SOUP

LOOK FOR THE RED-AND-WHITE LABEL





Newest kind of new Make-up!  
...it's Foundation  
and Powder—all in one—

*New—* A really different make-up! Not a cake make-up. Not a greasy foundation. Angel Face is actually foundation and powder all in one! This new Pond's make-up is all you need to give your skin a sweet-tinted velvety finish that *lasts!*

*New—* Easier to apply! Pond's Angel Face smooths on with a PUFF! No damp sponge. No greasy fingertips. No loose, sifted powder. Angel Face is the quickest, *neatest* make-up imaginable!

Choose from 5 *true* complexion shades that don't turn lighter or masky on your skin. Complete with a lovely, plump puff, Pond's Angel Face is 39¢, plus tax.



# Angel Face

by POND'S

- New—** Stays on much longer than powder! Angel Face contains a "cling" ingredient that makes it go on to *stay*. Long hours after you've smoothed it on, your Angel Face looks beautifully soft and fresh.
- New—** Angel Face is never drying and tight on your skin—yet it's *not greasy*. Won't turn into a gooey paste on your skin—ever! It gives a soft, natural finish as inviting to touch as a baby's cheek!
- New—** Can't spill! Keep an Angel Face in your handbag always. It won't sift loose powder in your bag. Won't "snow" over your dark dresses and coats. Use Angel Face anytime and anywhere! No powder-room privacy required. This new-type make-up goes on so evenly that you can actually smooth it on in the *dark*—and look perfect when the theater lights come up!

## Society Beauties say:

"Really I can't say enough nice things about Pond's new Angel Face! Such a *perfect* make-up—and you can smooth it on in a moment, *anywhere*. I always have Angel Face in my handbag!"  
MRS. ROBERT BACON WHITNEY

"Angel Face is the most flattering make-up—and so easy to use! No watery sponge, no greasy fingertips—no spilling over handbag or clothes. I carry my Angel Face with me everywhere!"  
• RAFAELLE, DUCHESS OF LEINSTER



The Angel Face look—sweet, smart, completely natural! Never masky . . . never shiny!





"I have the world's swellest corn patch  
-in my refrigerator!"



Product of  
General Foods

The lady's not kidding! . . . The milk-iest . . .

the sweetest . . .  
the tenderest . . .

the *eatingest* corn that ever tossed a golden tassel comes in those Birds Eye *quick-frozen* Golden Sweet Corn packages.

Any day of any month in the year, it tastes as dewy-fresh as the summer day the Birds Eye folks snatched it from the stalks and *sealed in* its country goodness and farm-fresh flavor.

If you haven't tried it, you really *have* something to live for!

Birds Eye Corn is grown from seeds selected for special sweetness and flavor. Picked when the tender kernels are welling with milkiness. Shucked, cleaned, cut from the ears—to make life easier for you.

Start a Birds Eye Corn patch (and a fruit orchard, and a cache of super Birds Eye poultry and seafoods) in your refrigerator today. Tonight try *Birds Eye Corn Broil*. A honey of a super supper—work-saving, time-saving, money-saving.

#### Recipe for Birds Eye Corn Broil

1 box Birds Eye Golden Sweet Corn	Dash of dry mustard
1 tablespoon butter	$\frac{1}{8}$ teaspoon Worcestershire sauce
2 teaspoons flour	$\frac{1}{2}$ cup milk
$\frac{1}{4}$ teaspoon salt	$\frac{1}{2}$ cup grated sharp cheese
$\frac{1}{8}$ teaspoon paprika	4 slices cooked ham
Dash of pepper	2 tomatoes, cut in wedges
	1 tablespoon melted butter

Cook sweet and milky Birds Eye Corn as directed on package; drain.

Melt 1 tablespoon butter in saucepan. Add flour and seasonings; blend. Add milk gradually, stirring constantly. Cook over medium heat until smooth and thickened, stirring constantly. Add cheese, continue cooking over low heat until cheese is melted. Add corn.

Arrange ham and tomato wedges around edge of broiler-proof platter. Sprinkle tomatoes with salt and pepper and brush with 1 tablespoon melted butter. Broil under medium heat about 5 minutes, or until tomatoes are tender.

Pour Birds Eye Corn and cheese mixture into center of platter and return to broiler until lightly browned. Garnish with parsley. Makes 4 servings.



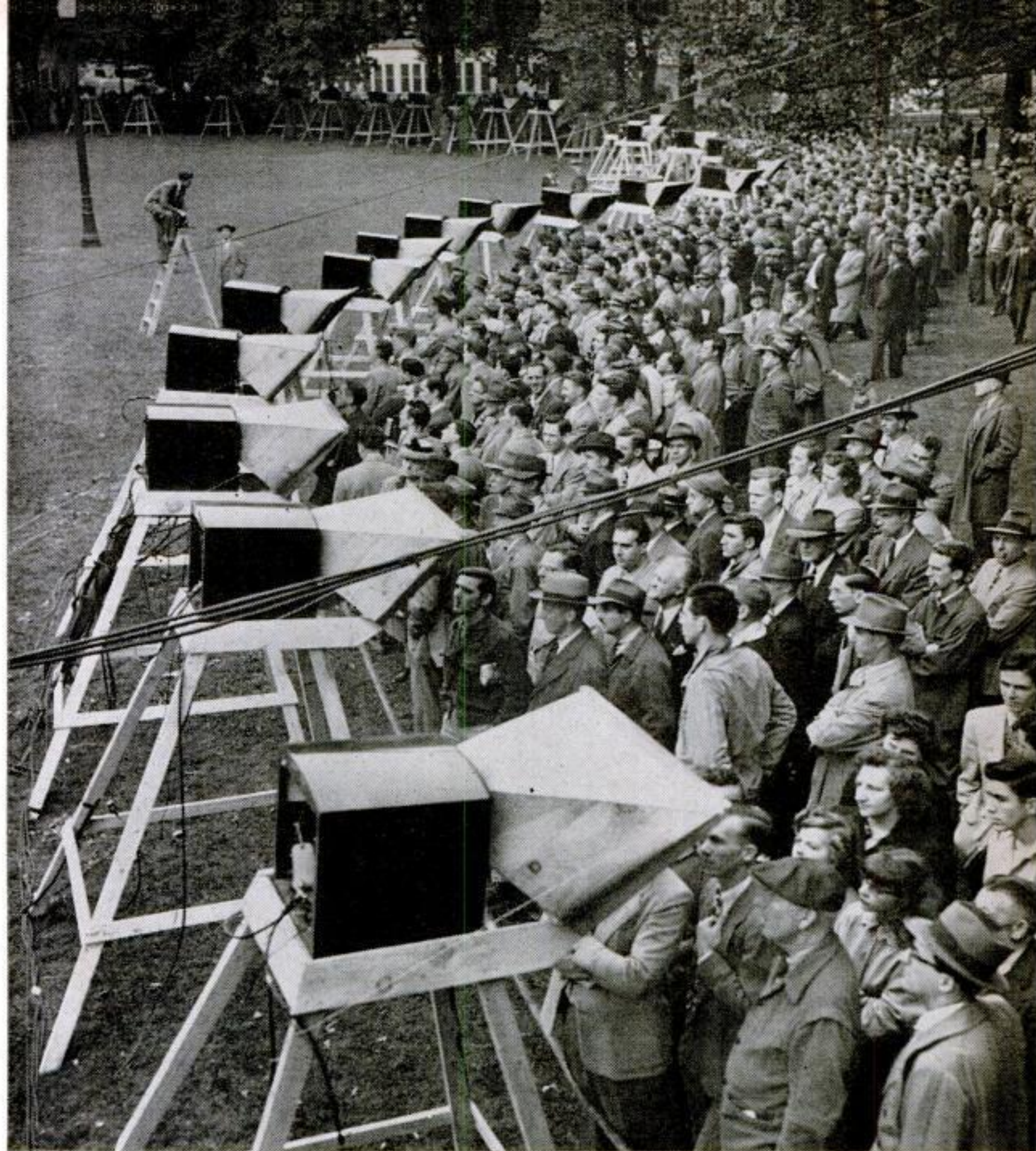


# CONTROVERSIAL PLAY ENLIVENS DULL SERIES

Umpire's decision stops Cleveland only temporarily

For four games the 1948 World Series between the Cleveland Indians and the Boston Braves was an uninteresting throwback to the dead-ball days when a home run was a rarity and a 1-to-0 game a frequent occurrence. Rarely had the pitchers dominated a Series so completely; never had batters looked more inept. The only play that caused real excitement came on the first day. In the eighth inning of a scoreless ball game Cleveland's Bobby Feller tried to pick Boston's Phil Masi off second base with a snap throw to Manager Lou Boudreau (*below*). The decision was close, and Umpire Bill Stewart called Masi safe. Cleveland's rooters called Umpire Stewart a dunder-head and worse. The decision cost Cleveland the game, because Masi then raced home on Tommy Holmes's single to score the only run of the contest.

Then Cleveland came back to win three games in a row, all of them low-score affairs which made some fans wonder if a saliva test were not in order for the pitchers. Boston won the fifth game as the batters on both teams finally came to life and exploded five home runs, but Cleveland still led, three to two, in the best-of-seven contest. It was an easy Series to watch even without tickets. In the east the games at Boston were televised (*right*), and a Middle Western network carried the games played at Cleveland. For the players it was the richest Series in history. The winners' shares: \$6,772 apiece.

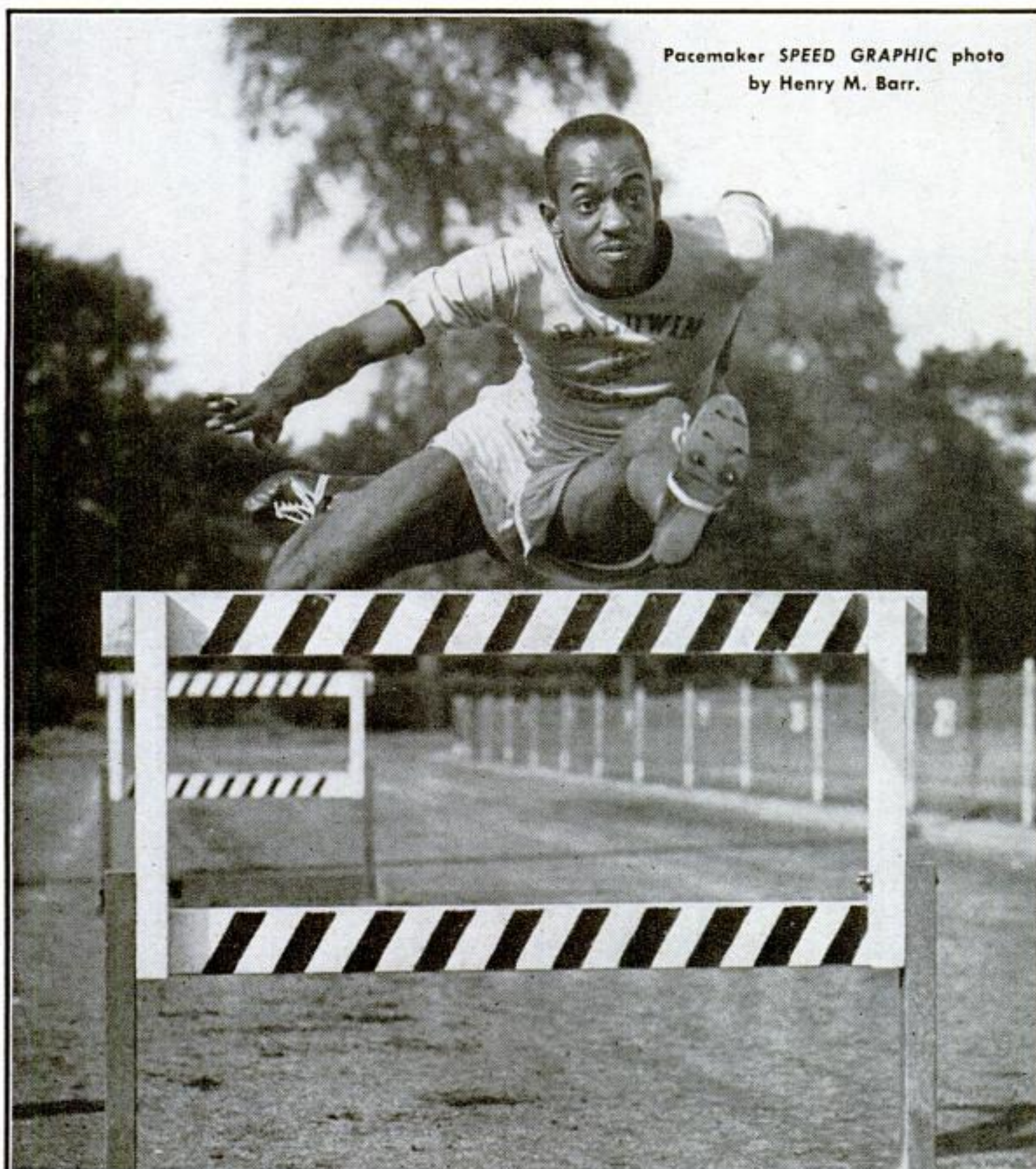


**ON BOSTON COMMON** thousands of fans unable to get into Braves Field saw the Series on 100 television sets supplied by a safety-razor firm which sponsored telecasts.

**QUESTION: WAS HE SAFE OR OUT?**







## For ACTION shots...insist on GRAFLEX!

This startling action photograph of a hurdler typifies the kind of pictures you can take with a Graflex-made prize-winning camera.

This year you enter for one or more of the 62 prizes totaling \$5000.00.

First, see your dealer for the Graflex camera made *just for you*. There's the famous Pacemaker *SPEED* or Crown *GRAPHIC*—the *SPEED GRAPHIC* is the favorite of press photographers since it can take any kind of picture with the greatest of ease... the Crown *GRAPHIC* is a *SPEED GRAPHIC* without the added versatility of a focal-plane shutter.

Let him show you the *most popularly priced* camera in the Graflex line—the precision-built RB Series B Graflex. Or you may prefer the Super D Graflex with its wonderful Automatic Diaphragm that permits full aperture ground-glass composition and closes down to any pre-set lens opening as you click the shutter.

Get the kind of photographs you've always wanted. And enter one of the three big contest groups: Teen-agers; Non-professional; Professional. See your dealer for entry blanks and full details. For literature write Graflex, Inc., Room 20, Rochester 8, N. Y.

# GRAFLEX

PRIZE-WINNING CAMERAS

Western Division, 3045 Wilshire Blvd.  
Los Angeles, Cal.

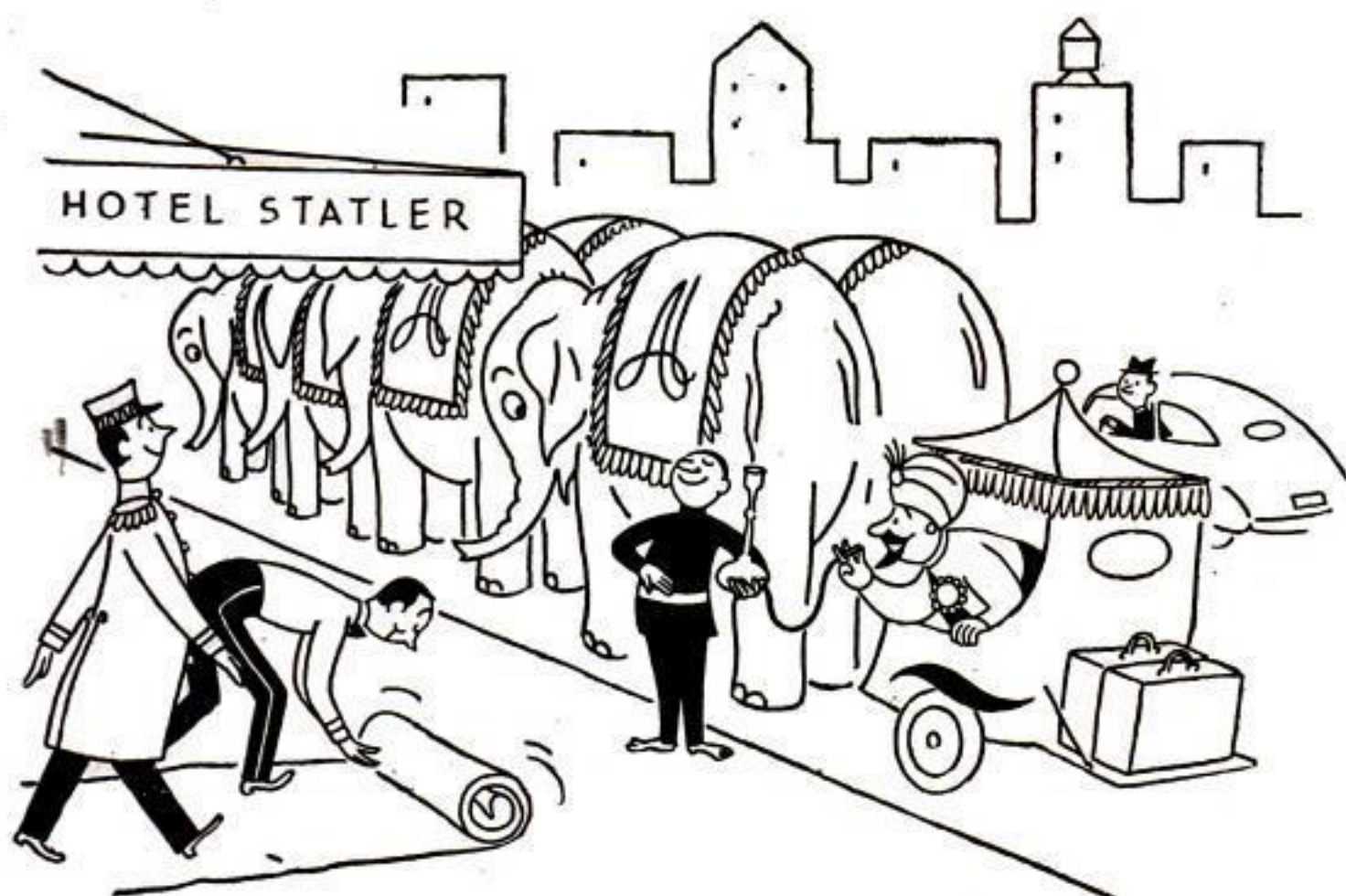
New York Sales and Service Offices  
50 Rockefeller Plaza, N. Y.



## DE GAULLE PUTS HIMSELF ON VIEW

General Charles de Gaulle, who somehow seems remote and unknowable even when he is stumping for votes, let the world's press have a close look at him on Oct. 1. At a news conference in his party's Paris headquarters he gave photographers free reign (*above*) while he declared that 1) only De Gaulle can save France and 2) Europe can be saved only if France is saved. His remarks did much to win France a bigger place in a new military union of Western European powers and reminded all concerned that he will be a tough customer when and if he takes over.





1. Aga Al from India was a potent potentate  
Who drove up to the Statler in a novel type V-eight.  
"I've come to see," the Aga cried, "the wonders of the West,  
And that includes the Statler, where you really *are* a guest!"



2. The Aga liked his spacious room, he *loved* his Statler bed,  
And bounced a bit to test it. "Jolly good!" the Aga said.  
"I know I'll get a good night's sleep, eight hundred springs and more  
Will buoy up my royal frame while royally I snore."



3. He splashed a while in Statler's tub, relaxed in sudsy bliss.  
"Not many potentates," he said, "can boast of baths like this.  
There's soap enough to wash me thrice, the steamy water flows,  
And stacks of king-size towels await, as white as mountain snows."



4. At dinner time the potentate proved quite a potent eater.  
"Your chefs have outdone mine," he said. "The service too is fleet.  
The soups, the meats, the sauces, the salads and desserts  
Are so dashed good I ate too much. My royal waistline hurts."



5. That evening Aga Al enjoyed the festive atmosphere  
As Statler's entertainment pleased his regal eye and ear.  
Said he: "It's clear why travelers all proclaim the Statler great—  
For *every* guest is treated like a royal potentate!"

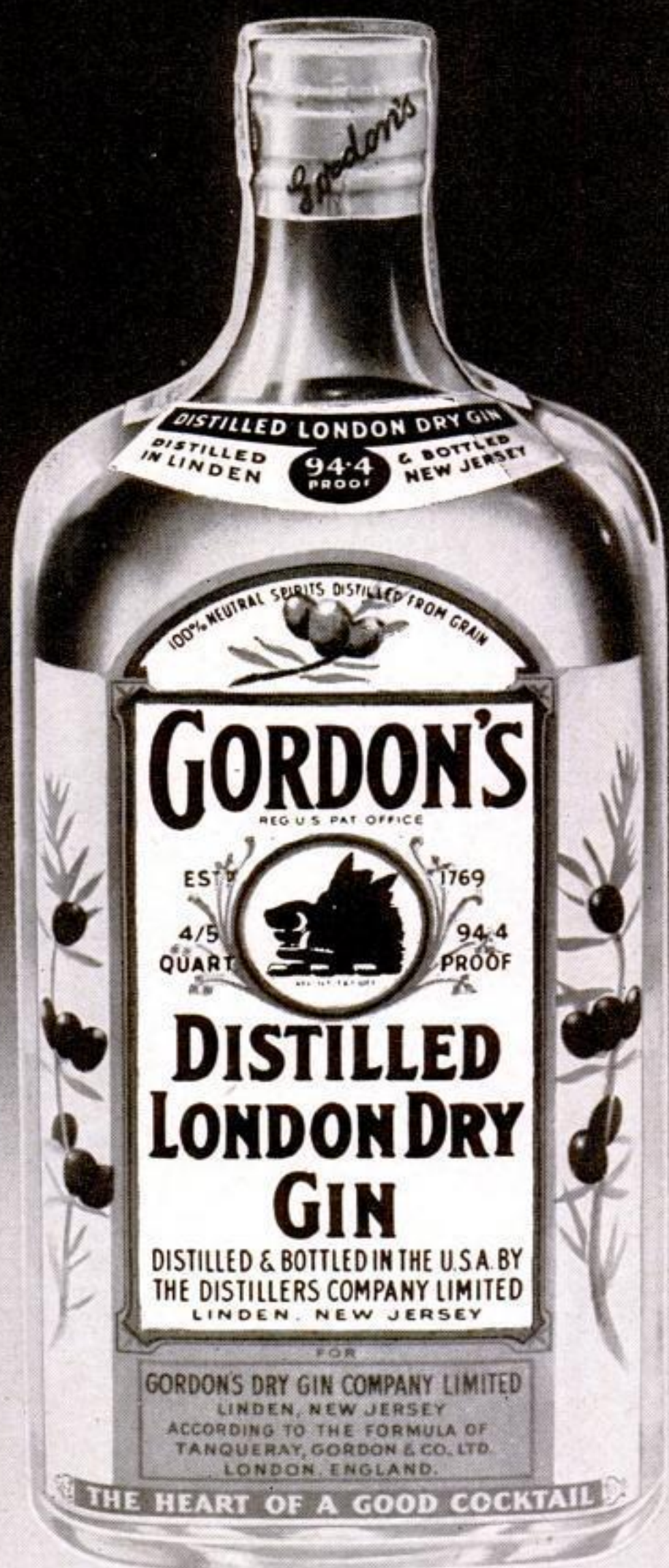


HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND  
DETROIT • ST. LOUIS • WASHINGTON

HOTEL PENNSYLVANIA HOTEL WILLIAM PENN  
NEW YORK PITTSBURGH

**P. S.** Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For *immediate* replies, without uncertainty, use the teletype service near you.





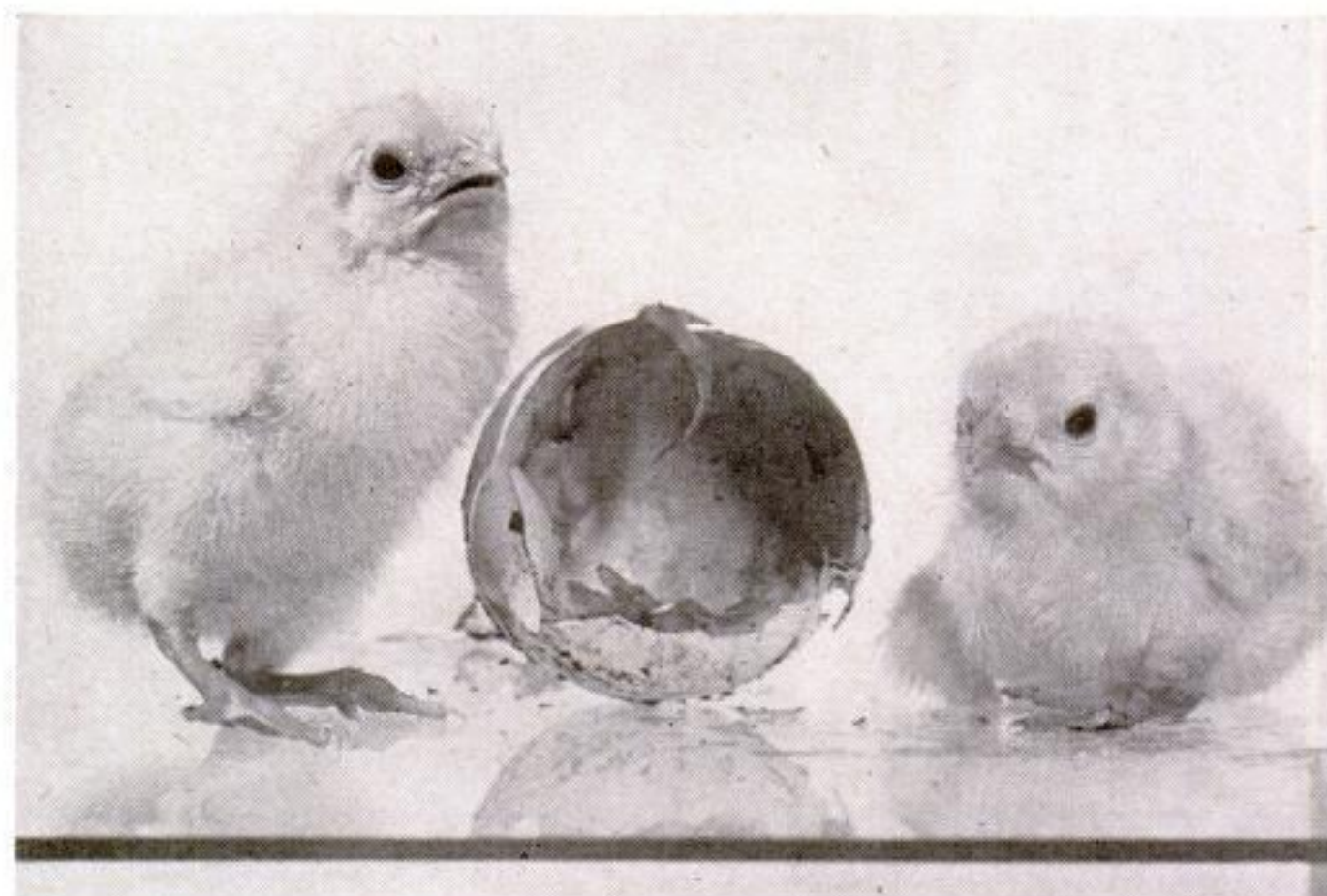
*There's no Gin  
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

**Gordon's Gin**  
100% Neutral Spirits Distilled from Grain

100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.



**ONE EGG: TWO CHICKS** On Oct. 6 at Myrick Hatchery in Morris, Ill., under the eyes of a startled worker, two Leghorn chicks popped out of one shell. The chicks, which probably developed in a double-yoked egg, are normal although odds against such a birth are more than a million to one.



**STRANDED WHALES** At Marineland, Fla. on Oct. 8, 40 pilot whales, pursuing small fish in the shallows, beached themselves and died. But just as the odor of the dead animals threatened to become a major civic problem, an obliging Jacksonville company stepped in and hauled them off to make soap.



**DRAGON AT BAY** At the zoo in Frankfurt on Sept. 26, a crowd of 24,000 Germans turned out to watch a group of lancers fight a papier-mâché dragon. After a spirited battle the beast breathed smoke, dutifully rolled over and died, just as its predecessors had done at similar festivals ever since the Middle Ages.





For a Treat  
instead of a Treatment  
treat yourself to  
**OLD GOLDS**

In quiet smoking-pleasure learn  
what nearly 200 years experience  
taught **Old Gold**





# Spanish Rice... very nice!

'n low in price with-



Now here's a grand dish really *made to order* for your overworked food budget —

1. It calls for Hunt's Tomato Sauce — which costs you but a few cents a can!
2. It uses other low-cost ingredients — your main course for a few cents per serving!
3. It gives your family a hearty, delicious dish that'll have them calling for "seconds!"

And the rich, all-tomato goodness of Hunt's Tomato Sauce will work the same flavor magic with *lots* of your low-cost recipes.

You simply cook it into your stews, soups, spaghetti, meat loaf, gravies. Add it when you cook fish, macaroni, vegetables — and *leftovers!*

When you shop tomorrow, look for the Hunt red label. You'll discover a bargain in wonderful flavor.



*The wonderful cooking sauce from California*

## Spanish Rice Casserole

6 strips bacon, cut into pieces  
 ¼ cup chopped onion  
 ¼ cup chopped green pepper  
 2 cans Hunt's Tomato Sauce  
 1 cup water 1 tbsp. sugar  
 1 tsp. salt ½ tsp. pepper  
 3 cups cooked rice

Fry bacon until crisp. Remove ¼ cup. Set aside. Add onion and green pepper to rest of bacon in pan. Cook until tender and lightly browned. Add Hunt's Tomato Sauce, water, sugar, salt, and pepper. Simmer 5 minutes. Add rice. Mix well. Pour into well greased casserole or into 4 individual casseroles. Sprinkle with bacon which was set aside. Bake in moderate oven (375°F.) 20 minutes or until top bubbles.



Hunt's Fruits • Vegetables • Tomato Products  
 Hunt Foods, Inc., Los Angeles, California

## Hunt-for the best





IN LONDON'S EUSTON STATION, CURIOUS PORTERS SWARM AROUND NANA SIR TSIBU DARKU OF THE GOLD COAST TO SEE WHETHER HIS GOLD RING IS REAL OR NOT

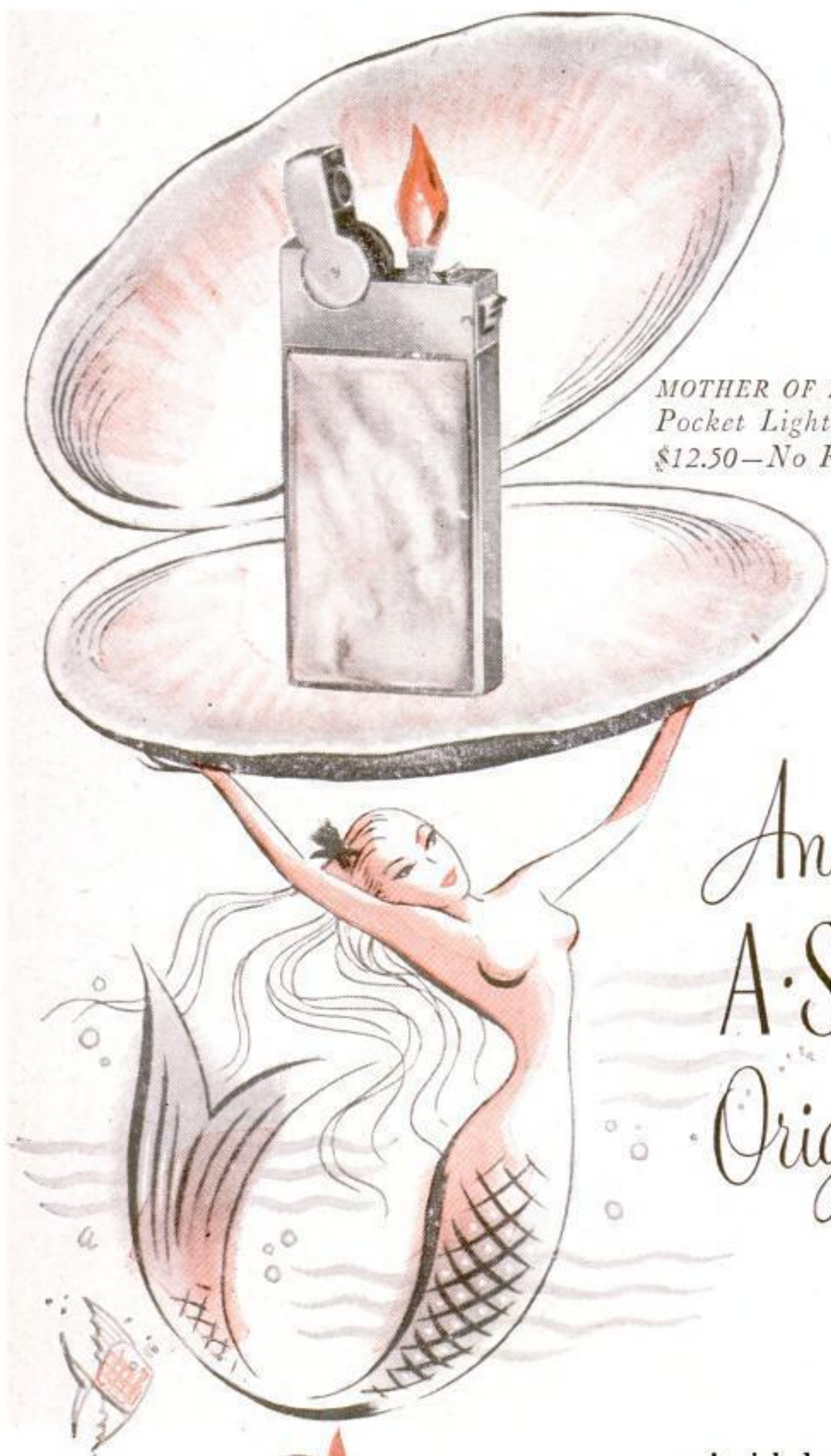
## PARASOL PROTOCOL

Britain butters up some Africans  
who help King George rule colonies

In London the British opened a conference on Sept. 29 to butter up the potentates of their African holdings. Because the undeveloped wealth of Nigeria, the Gold Coast, Sierra Leone, Gambia, Tanganyika and Southern Rhodesia is counted on to give British recovery a big boost, Colonial Secretary Arthur Creech Jones ordered a gilt-edged welcome for his visitors. However the word did not seep down to the porters at London's Euston Station. There was a little contretemps (above) when

Sir Tsibu Darku had his jewelry appraised. The Emir of Katsina's secretary grew weary of explaining that the kettle he carried contained water for washing the emir's feet, and other attendants grew tired of maneuvering umbrellas through narrow doors. But the conference started off happily, and when one chief asked the Colonial Office please to return his grandfather's skull—now resting somewhere in a German museum—an official replied pleasantly that a search would be made at once.





MOTHER OF PEARL  
Pocket Lighter by A.S.R.  
\$12.50—No Federal Tax

An  
A.S.R.  
Original



\$7.50  
No Fed. Tax



\$12.50  
No Fed. Tax

A rich looking A.S.R.  
Lighter . . . cloaked with Tahitian  
Mother of Pearl.

But this pearl of modest price has  
more than surface beauty! Just a  
flip and it flames! And your A.S.R.  
Lighter *stays* lit without holding—  
you can pass the light without pass-  
ing your thumb!

Others in rich Rhodium Finish, dramatic En-  
amels, high-style Leathers, Brushed English  
Gold Finish, and Sterling Silver. \$7.50 to \$22.50.  
14-carat Gold styled by Cartier. \$200.00. Ster-  
lings and 14-carat Gold subject to Federal Tax.

'THE CLASSIC'—New A.S.R. Table Lighter.  
Rich Rhodium finish resists tarnish, *can* be  
engraved. \$12.50—No Federal Tax.

At your favorite jewelry or department store.  
Precision-made and guaranteed by the makers  
of Gem Razors . . . American Safety Razor  
Corp., Brooklyn 1, N. Y.

**A.S.R.**

The lighter that *lights*

## Parasol Protocol CONTINUED



**INSIDE THE CONFERENCE** members of the Nigerian Legislative Council  
join in discussing the use of more than \$475 million set aside for development of



**OUTSIDE THE CONFERENCE** a group of relatives and royal functionaries  
headed by Mme. Ella Bai Koblo (*left*), wife of Paramount Chief Bai Koblo of





African colonies. Left to right are Usuman Nagagô, Emir of Katsina; Sulemanu, Emir of Abuja; Mallam Abubakar Tafawa Balewa and Mallam Yahaya Ilorin.



Marampa, waits for the session to end. At right a royal key-keeper holds the ornate golden state staff of Sir Tsibu Darku, chief delegate from the Gold Coast.

CONTINUED ON NEXT PAGE

*Choose the LIGHT Scotch*

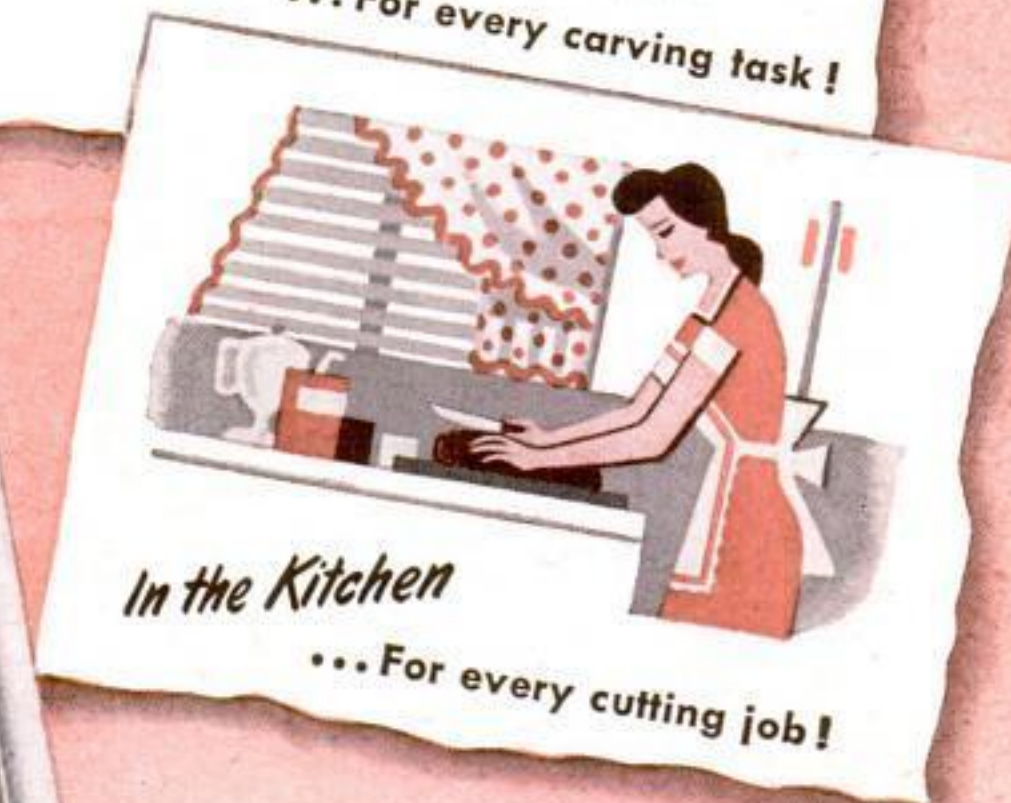
*Distilled in Scotland and Bottled in the  
United Kingdom under Government Supervision*

**King William IV**

BLENDED SCOTCH WHISKY 86.8 PROOF • RENFIELD IMPORTERS, LTD., NEW YORK



# These Sharper Knives Lead Double Lives!



**Sharper** Flint Knives are made from the world's finest cutlery steel... Flint Vanadium. This fine steel is tempered for extra hardness, then Hi-Arc hollow ground to make easy work of carving, slicing, paring.

**Stay Sharper** Flint Vanadium is tough, flexible and resilient. Flint's keener edges last and last! Bright finish keeps these knives new-looking for years. Handles are deluxe—finest polished rosewood! See Flint Knives today—at all better stores.



**Popular HOLDSTER Set**—6 Flint Vanadium Knives in a handsome polished hardwood block.  
**\$14.95**

Prices Slightly Higher in West

**SINGLE KNIVES IN SCABBARDS**—From Paring Knife, 59c, Up.

This shows how Flint Knives are Hi-Arc hollow ground.



# FLINT

VANADIUM  
KNIVES

ANOTHER GREAT PRODUCT BY **EKCO**

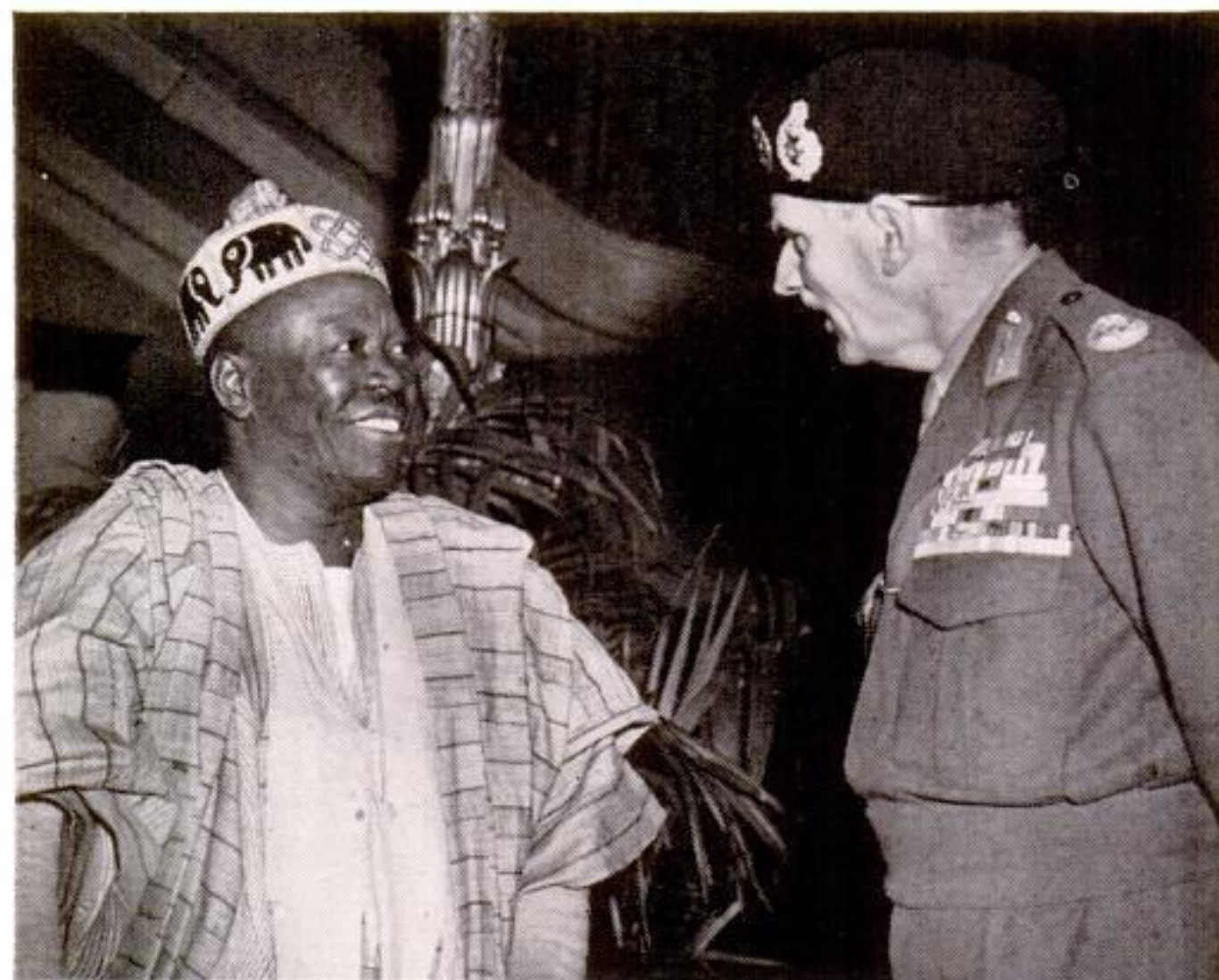
EKCO PRODUCTS COMPANY... CHICAGO 39, ILL.



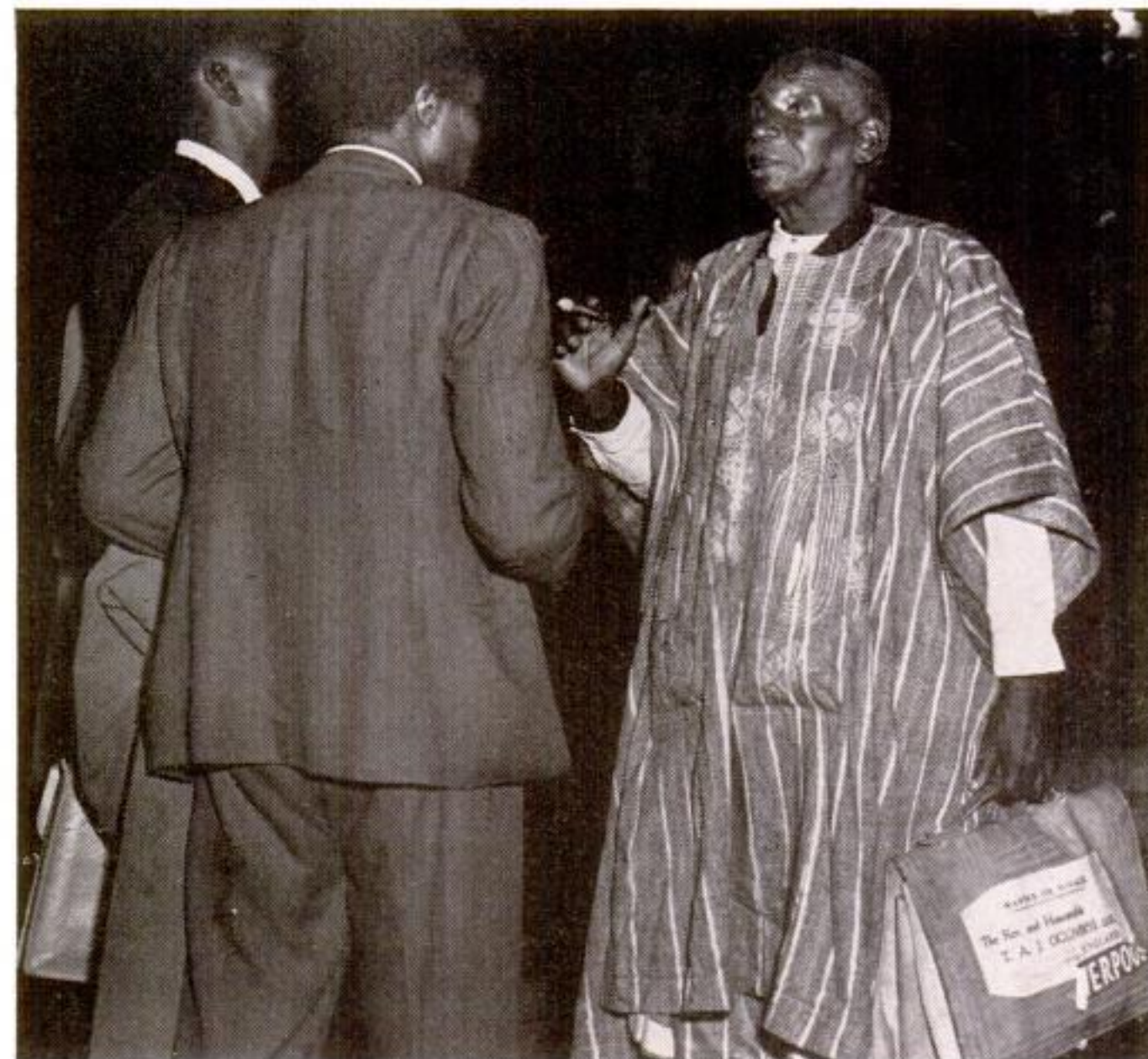
## Parasol Protocol CONTINUED



**CHIEF'S WIFE** enters conference building. Another chief sadly remarked he had had to leave four official wives and "plenty, plenty" of children at home.



**VISCOUNT MONTGOMERY**, on hand to lend big-league atmosphere, exchanges pleasantries with The Oba Aderemi, Oni of the division of Ife in Nigeria.



**VENERABLE CLERIC**, Rev. Thomas Ogunbiyi, talks to other visitors. He founded Reformed Ogboni Society and was vicar of Breadfruit Church in Lagos.





*"I was curious..."*



*I tasted it...*



*Now I know why Schlitz is...*

*The Beer that made Milwaukee Famous!"*







GERANIUMS SPLASH COMMUNIST RED ON THE LONDON GRAVE WHERE MARX IS BURIED WITH HIS WIFE, GRANDCHILD AND HELENE DEMUTH, HIS BELOVED SERVANT



# KARL MARX

Beset by creditors, carbuncles and a houseful of romping children, he wrote the bible of communism on which Russia's policy is based

by HUBERT KAY

**I**F in 1948, there is still any American question about Russian intentions, that question is not "what" but "why." We know now beyond any doubt that the present rulers of Russia hope to destroy us. But why? Why have the Soviet rulers rejected the goodwill and cooperation so hopefully offered them by Americans at the end of World War II? Why, at every conference up to and including the recent talks in Moscow and Berlin, have they blocked every attempt to make peace? Why are they bending every effort of propaganda and sabotage to defeat the Marshall Plan, and prolong Europe's chaos and misery? Why, by compelling us to dissipate our wealth in armaments and other countermeasures against their aggression, are they trying to plunge the U.S. into depression?

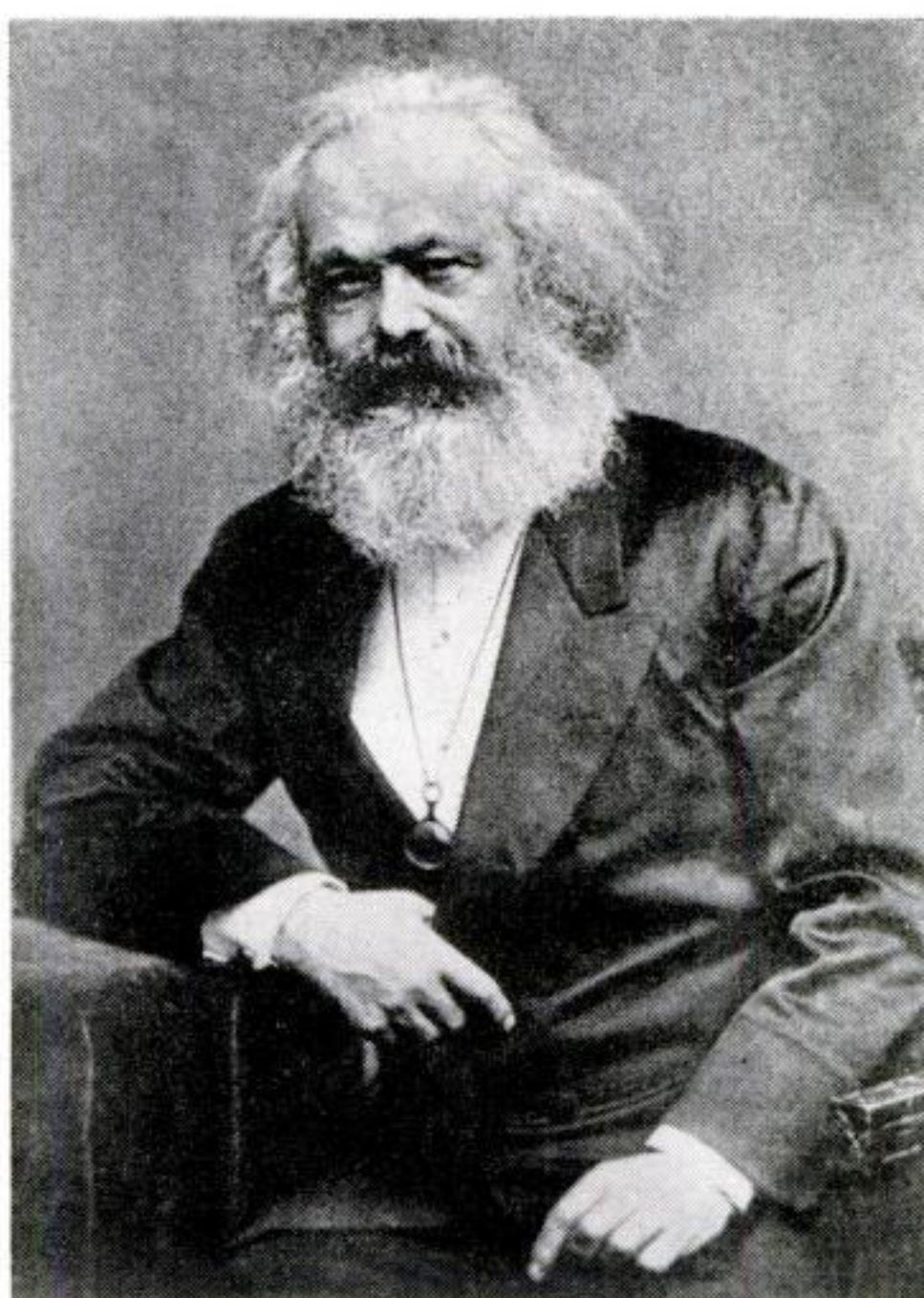
To answer "because they want to rule the world" is to beg the question. For if this is simple Russian imperialism, why do so many millions throughout the world, including tens of thousands of U.S. Communists, serve the Soviet cause with such devotion? The real mystery is why the Communists are so certain that they *will* rule the world. In the level-headed American view, taking into account the enormous risks involved, the Soviet rulers' present course is a gamble which simply makes no sense.

There is no single, simple explanation of Soviet policy. But that policy, which Winston Churchill once called "a riddle wrapped in a mystery inside an enigma," cannot even begin to make sense to an American unless he goes back a hundred years to 1848, to a 29-year-old German named Karl Marx and to the philosophy of history which he and his 27-year-old collaborator, Friedrich Engels, began to expound that year in the *Communist Manifesto*.

Even after a hundred years Karl Marx himself—the founder and prophet of Communism, whose writings are an official gospel which every Soviet leader has searched and pondered from youth—is still something of an enigma. With heroic single-mindedness, he sacrificed "my health, my happiness and my family" so that he might devote his life to analyzing the world's ills and prescribing an eventual cure. But he despised and shunned the toiling masses whose cause he championed. He quarreled as ferociously with his fellow revolutionaries as he did with the factory-owning bourgeoisie. He loved his wife and children but, never earning a decent living and for the most part never trying to, he condemned them to lives of wretched poverty. Four of his seven children died in infancy, and two of the three daughters who survived to maturity committed suicide.

Born a Jew and baptized a Christian, he proclaimed, "I detest all the gods." He left his native Prussia at 32, gave up his citizenship and remained for the rest of his life a man without a country. Tortured for years by constant ill health, he exclaimed when he had finally published the first volume of his masterwork, *Capital*: "I hope that the bourgeoisie as long as they live will have cause to remember my carbuncles."

Karl Marx's terrible hatred of the world he lived in was fed by poverty but did not spring from it. His father was a prosperous lawyer in Trier, near the French border, where Karl was born on May 5, 1818. But the time and place of his birth were both ripe for the making of a revolutionary. Marx suffered directly from Germany's flourishing anti-Semitism. When he was 6 his father, the son of a rabbi originally named Marx Levi, took the name Heinrich Marx and had himself and his children baptized Protestants, apparently in order to make himself eligible for public office. Around him the young Marx saw the victims of the dawning age of factories, which had begun to destroy the livelihoods of millions of small



**A FEW YEARS BEFORE HE DIED** Karl Marx, the prophet of revolution, looked like a bourgeois patriarch.

craftsmen and put them at the mercy of the millowners. And the oppressive Prussian government was still clinging stubbornly to its remnants of feudal power.

These stimuli found a ready response in young Marx's temperament. He was expelled from the University of Bonn not only for radicalism but for "nocturnal riots and drunkenness." Intellectually prodigious, he was also—as the letters of his anxious father make clear—egoistic, neglectful of his parents, possessed of a "demon" and of a heart that seemed less great than his brain.

Marx was not, however, wholly without power to give and attract ordinary human affection. In later life, when asked to define his "idea of happiness" in a game of Confessions, he answered, "To fight." But he, who fought almost everyone and everything he encountered in his life, had one great romantic love, one great friend and one great master.

The love was for his boyhood girl-next-door, Jenny von Westphalen, the pretty, gentle daughter of a liberal baron. He became engaged to her in 1836 when he was 18 and she 22 and married her seven years later. Though the miserable life he gave her drove her to the verge of nervous collapse and made her often wish aloud that she could join their dead children, she never lost her love for Marx.

The friend was Engels, a fellow Rhinelander and rebel whose father owned thriving textile mills in Prussia and England. Friedrich Engels was as tall and fair as Marx was short and broad and swarthy, as gay, fun-loving, mannerly and gregarious as Marx was gloomy, bookish, solitary, rude and coarse-tongued. But he recognized Marx's genius and remained his lifelong "second fiddle" and financial mainstay.

The master was Georg Wilhelm Friedrich Hegel, the Prussian philosopher who taught that man is a tool of destiny. At the University of Berlin, Marx's associates were a group of rebels who called themselves Young Hegelians. From Hegel he learned the dialectic by which he believed that human history is shaped.

Marx wanted to become a professor but found himself barred because of his atheism and his Jewish birth. He turned instead to a youthful career as a journalist-agitator, a career marked by suppressions of the newspapers he edited and expulsions of his person from France and Belgium. Primarily a scholar and writer, he poured out, alone or with Engels, a torrent of truculent tracts and historical studies. He and Engels also helped stir the revolts of 1848 by joining the League of the Just, shortly renamed the Communist League.

## "Insolent and intolerantly arrogant"

**M**ARX'S mind and forceful personality made him a leader in the League and in the International Workingmen's Association (First International), which he helped to found years later. But he was never a successful rabble-rouser on the rostrum; he was too lacking in stage presence, too harsh-voiced, too domineering. "Never in my life," recalled the famed German-American, Carl Schurz, "have I met a man whose attitude was so insolent and intolerantly arrogant." After 1850, when Marx exiled himself permanently to England, his revolutionary activity was confined largely to his desk.

Once during his 33 years in London, Marx applied for a regular job with a railway company. Turned down for poor penmanship, he never tried again. Scornfully resolved that he would not "let bourgeois society turn me into a money-making machine," he picked up a little money at writing,





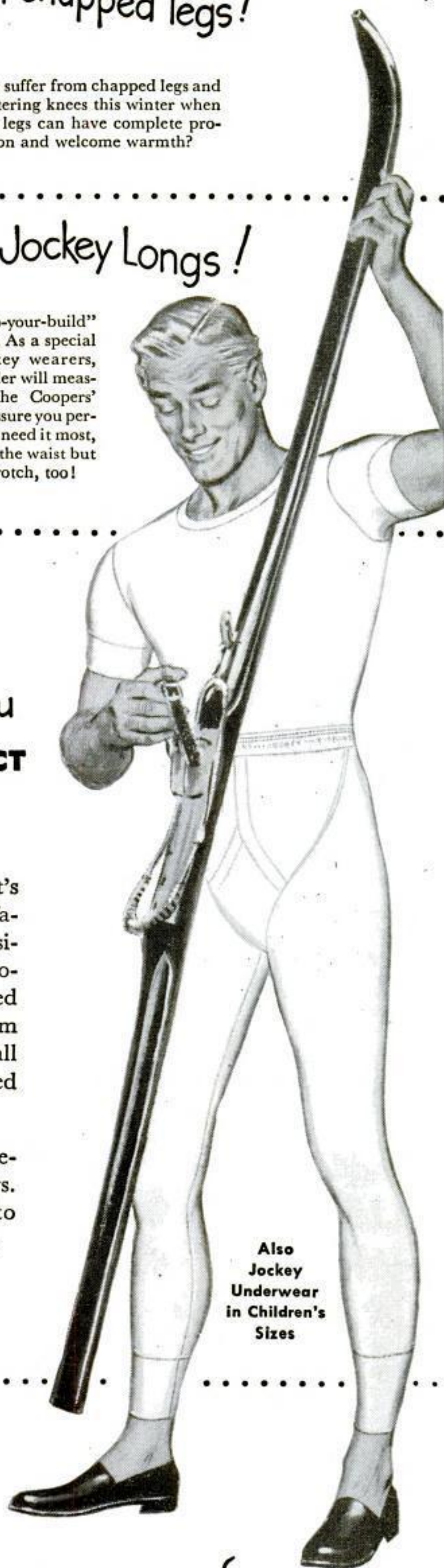
Out with chapped legs!

Why suffer from chapped legs and chattering knees this winter when your legs can have complete protection and welcome warmth?



On with Jockey Longs!

"Be-measured-to-your-build" in Jockey Longs. As a special service to Jockey wearers, your Jockey dealer will measure you with the Coopers' "Hip-Tape" to assure you perfect fit where you need it most, not only around the waist but at the hip and crotch, too!



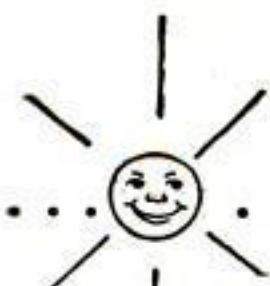
Also Jockey Underwear in Children's Sizes

## Jockey

Underwear gives you  
**COMFORT SO PERFECT**  
**IT'S PATENTED!**

REAL HE-MAN UNDERWEAR—that's Jockey Longs, chosen by many famous athletes and outdoor enthusiasts. The famous Y-Front with no-gap opening—the protective cradled pouch—the smooth-seamed freedom from binding and chafing—are all patented comfort features offered you only by Jockey.

See your Jockey dealer and "be-measured-to-your-build" in Jockeys. Get Jockey Contoured Shirts to match, sleeveless or short sleeves.



Go long on warmth  
this winter with  
**Jockey LONGS**

Jockey Shorts for active sports; Jockey Midway for everyday wear; Jockey Long for cold days; Jockey Bellin for dress-up wear; Jockey Over-Knee protects tender skin, trouser press.



Don't ask for "knit underwear" ask for

# Jockey

REG. U. S. PAT. OFF.

It's a brand . it's a trademark . it's made by

*Coopers* INC.

Kenosha Wisconsin

Licenses: Canada, Moodies; British Isles, Lyle & Scott; Australia, Speedo Knitting Mills; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller; Colombia, Ego Ltda.



TEACHER who formed Marx's mind was Hegel, author of dialectical logic.



DISCIPLE, friend, collaborator and patron of Marx was Friedrich Engels.

## KARL MARX CONTINUED

chiefly by a series of comments on foreign affairs (at \$5 per article once or twice a week) for Horace Greeley's New York *Tribune*. For the rest he sponged on Engels—who even ghosted some of his *Tribune* articles. To keep the Marx family alive, Engels immured himself in "filthy trade" at his father's factory in Manchester. Marx nagged him continuously with begging, complaining letters until 1869, when Engels moved to London and settled a fixed income on his friend.

Two first-hand accounts give vivid glimpses of Marx's life and surroundings while he was writing *Capital*. One is a letter from Jenny Marx to a friend: "I shall describe to you a day of this life just as it is," she wrote not long after their arrival in London, "and you will see that perhaps few other refugees have gone through anything like this. Since wet-nurses are here much too expensive for us, I decided, in spite of continual and terrible pains in my breast and back, to nurse the child myself. But the poor little angel drank in from me so much secret sorrow and grief with the milk that he was constantly unwell, lay in violent pain day and night. He has not slept a single night since he came into the world—two or three hours at most . . .

"As I was sitting like this one day, our landlady suddenly appeared. We have paid her in the course of the winter over 250 thalers (about \$175), and we had made an arrangement with her that in the future we were not to pay her but the landlord, who had put in an execution. Now she denied this agreement and demanded five pounds which we still owed her; and as we were unable to produce this sum at once, two bailiffs entered the house, took possession of all my little belongings: beds, linen, clothes, everything, even my poor baby's cradle, and the best of the toys that belonged to the little girls, who were standing by in bitter tears. . . .

"The next day we had to leave the house. It was cold and rainy and dreary. My husband tried to find a place for us to live, but no one was willing to have us when we mentioned the four children. At last a friend came to our rescue, we paid, and I quickly sold all my beds in order to settle with the chemist, the baker, the butcher and the milkman, who had been alarmed by the scandal of the bailiffs' arrival and who had come wildly to present their bills. The beds which I had sold were taken out of doors and loaded on a cart—and do you know what happened then? It was long after sunset by this time, and it is illegal in England to move furniture so late. The landlord produced the police and said that there might be some of his things among them, that we might be escaping to a foreign country. In less than five minutes there were two or three hundred people standing in front of the door, the whole Chelsea mob. The beds came back again—they could not be delivered to the purchasers till after sunrise the next day. . . ."

## He lived in dirt and squalor

ANOTHER glimpse of Marx's life is provided by the report of a police officer who paid a visit of inspection to the two-room flat in the slums of Soho where the Marxes lived for six years. He wrote: "There is not one clean or decent piece of furniture in either room, but everything is broken, tattered and torn, with thick dust over everything and the greatest untidiness everywhere. In the middle of the parlor there is a large old-fashioned table covered with oil-

CONTINUED ON PAGE 66



ALICE'S ADVENTURES IN PHILCOLAND

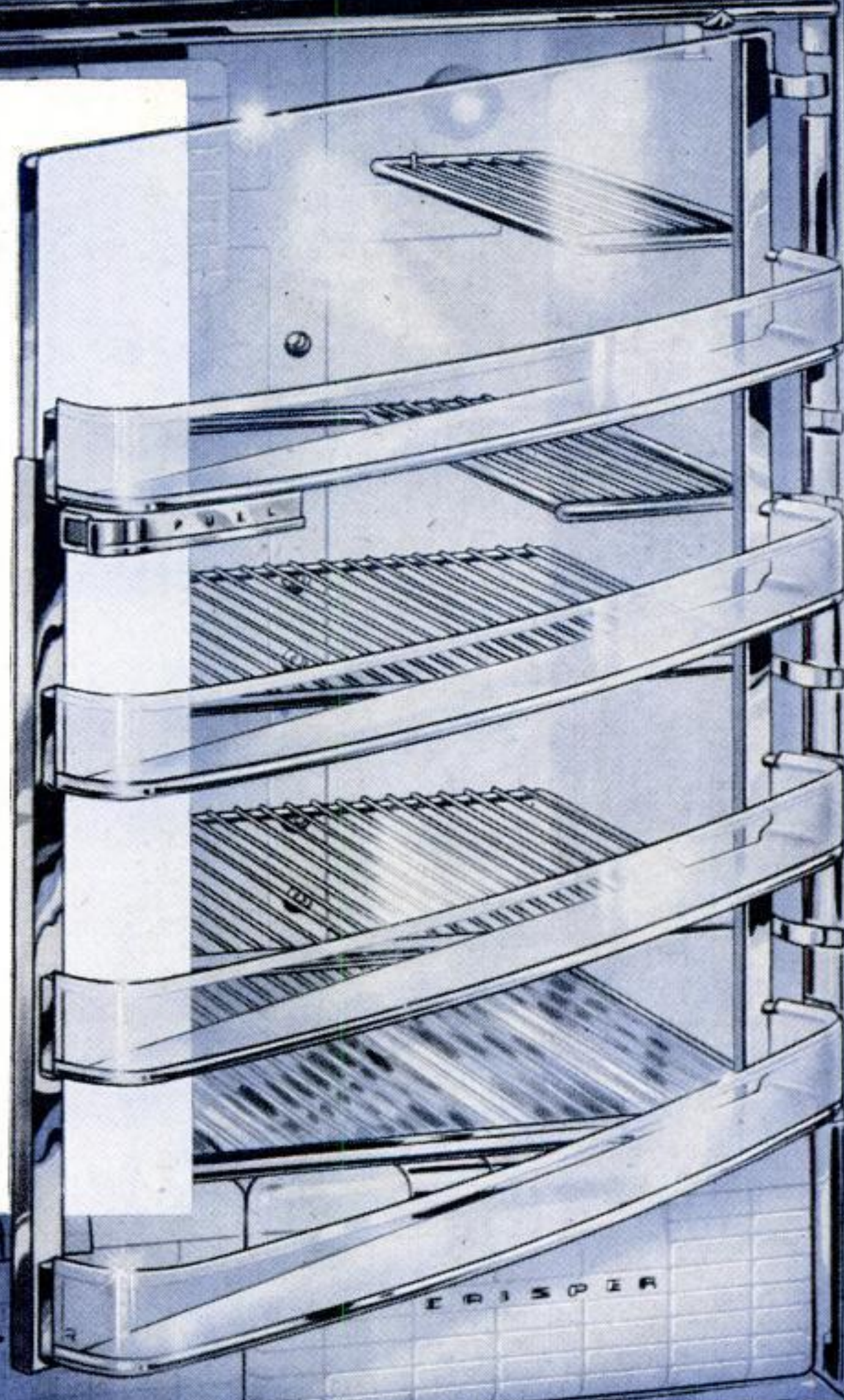
"It's like stepping through  
the Looking Glass!"  
cried Alice



Advanced Design by Philco  
Brings the new *Conservador*...  
Transparent now—and clearly  
Showing what you're looking for.  
You'll like the *extra space* it makes.  
(This inner door's a "peach"!)  
It keeps the foods you use the most  
Nearby, within your reach.  
This Philco "plus" is one of many  
Features you will find  
In Philcoland. Go see them *now*,  
Before it slips your mind!

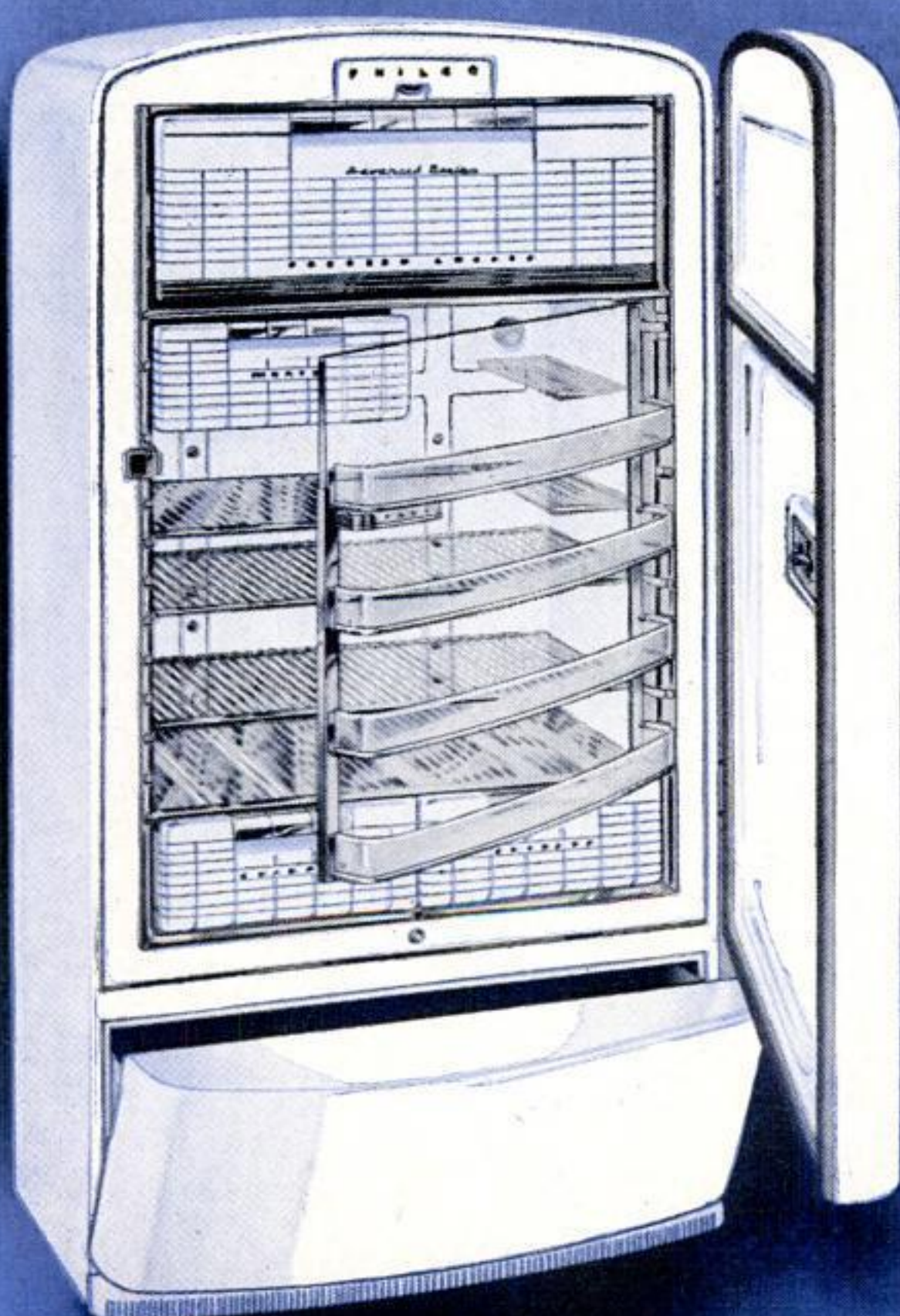
© 1948, Philco Corporation

F R E E Z E R   L O C K E R



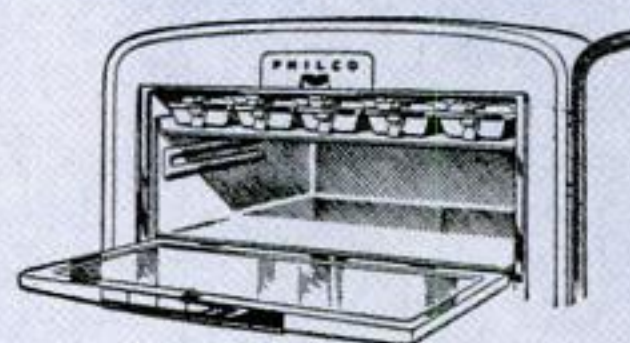
PHILCO

—it's a  
WONDERFUL Refrigerator!



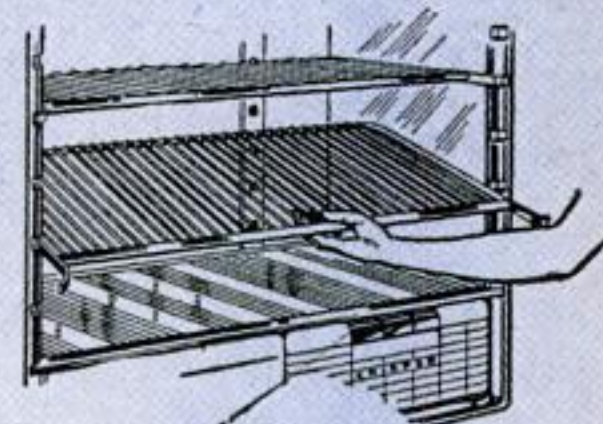
#### BALANCED HUMIDITY

Summer-Winter Control regulates moisture for all climates, seasons. Only Philco has this new feature!



#### FREEZER LOCKER

Huge, clear space for frozen foods. Ice-trays on a separate, super-fast freezing shelf. More room than ever!



#### SHELF-CONTROL

Most flexible system of shelf arrangements ever invented. Suits any shape or size food. And only Philco has it!

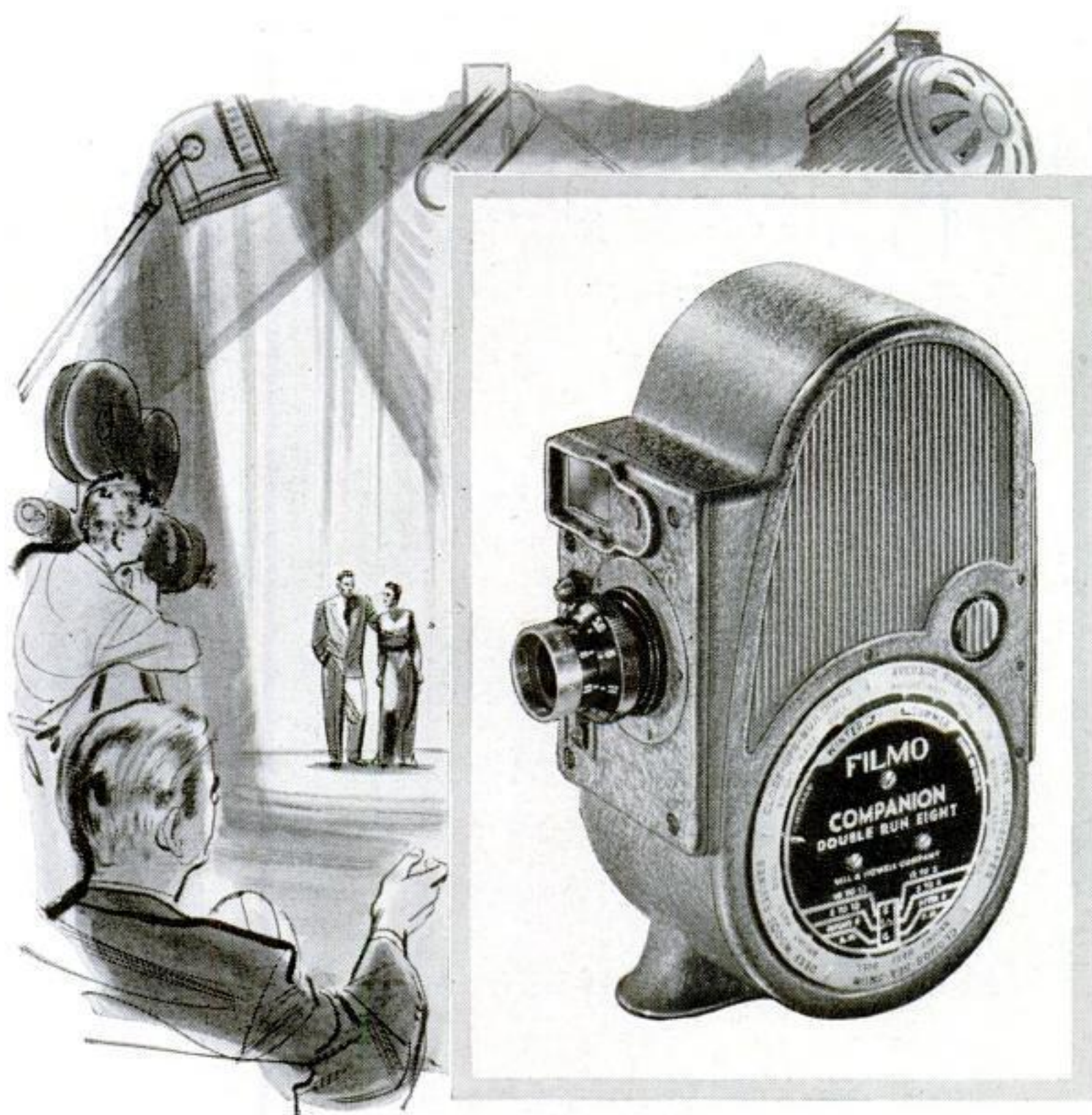
"Only Philco  
has the  
Conservador"



PHILCO

*Famous for Quality the World Over*





# New Filmo Movie Camera

with a Hollywood heritage

ONLY  
\$77\*

Now you can have a genuine Bell & Howell movie camera . . . the kind that gives personal movies the Hollywood touch . . . at a price far lower than you'd expect. It's the new Filmo Companion . . . by the makers of Hollywood's preferred professional equipment.

## Takes Superb Color Movies—Easily

Bell & Howell's high standards mean that with a Filmo you don't take a chance—you take a top-quality movie! Simply drop in a spool of low-cost 8mm film, full color or black-and-white. No sprockets to thread, and the film gate opens and closes automatically. Then sight through the brilliant viewfinder, press a button, and *what you see, you get!* It's as easy as that, with a Filmo.

See Filmo Companion—and the many other lifetime-guaranteed 8mm and 16mm Filmo cameras and projectors—at better photo shops now.

\*Plus Federal tax

## FILMO SPORTSTER

With F1.9 lens, this 8mm spool-loading camera takes fine movies indoors or out, even when the light is weak. Four-operating speeds, including true slow motion. Does animation tricks, too.



## FILMO AUTO-8

Offers an exclusive combination of 8mm camera features including magazine-loading, Swiftturn two-lens turret on which matched finders turn with lenses, five speeds including true slow motion, and provisions for animation tricks and self-filming.



**FREE BOOKLET**, "How to Make Movies in Natural Color," is yours for the asking. Write Bell & Howell Company, 7141 McCormick Road, Chicago 45. Branches in New York, Hollywood, Washington, D. C., London.

Precision-Made by

# Bell & Howell

Since 1907 the Largest Manufacturer of Professional Motion Picture Equipment for Hollywood and the World



MARX'S HOME for six years of his exile in England was a grubby, cluttered two-room apartment in this building at 28 Dean Street in poor London district.

## KARL MARX CONTINUED

cloth. On it there are manuscripts, books and newspapers, as well as the children's toys, odds and ends from his wife's sewing basket, cups with broken rims, dirty spoons, knives and forks, lamps, an inkpot, tumblers, some Dutch clay pipes, tobacco ashes—all in a pile on the same table."

"When you enter Marx's room, smoke and tobacco fumes make your eyes water to such an extent that for the first moment you seem to be groping about in a cavern, until you get used to it and manage to pick out certain objects in the haze. Everything is dirty and covered with dust, and sitting down is quite a dangerous business. Here is a chair with only three legs, then another, which happens to be whole, on which the children are playing at cooking. That is the one that is offered to the visitor, but the children's cooking is not removed, and if you sit down, you risk a pair of trousers."

Through it all Marx remained a patient and affectionate father, displaying a character very different from the one he showed in public. Some of his best passages are said to have been written while his children, playing horse, whipped him and shouted "giddap." Through piles and carbuncles and boils, through chronic insomnia, liver trouble, eye inflammation, headaches, rheumatism, neuralgia, bronchitis, pleurisy and a lung tumor, he plodded ahead on the book that was to crown his work: the description and analysis of mid-19th Century English capitalism which he called *Das Kapital*. Most days Marx spent in the British Museum, reading in many languages from 9 a.m. to 7 p.m. Nights, and the frequent days when his clothes were in the pawnshop or when he was too sick to go out, he worked at home. When he died in 1883 he had written only the first volume of *Capital*. The faithful Engels finished the other two volumes from Marx's notes.

The first volume alone is now often published as *Capital*. All three volumes, plus his numerous other writings, are necessary for an understanding of Marx's philosophy. Readers pressed for time can find a masterly abridgment of the three volumes, with significant selections from Marx's other writings, in a Modern Library volume titled *Capital, The Communist Manifesto and Other Writings*.

*Capital*, a product of much reading and long thought, represents comparatively little first-hand observation on Marx's part. Its facts about the appalling lives of English factory workers, for example, were taken mostly from reports of Parliamentary investigations and from Engels' *The Condition of the Working Class in England in 1844*. But from the facts he read, Karl Marx drew original, world-shaking conclusions.

In the Marxian view, human history is like a river. From any given vantage point, a river looks much the same day after day. But actu-





**MARX'S WIFE**, his childhood playmate, endured exile, poverty and public abuse at his side. Her last words to him were, "Karl, my strength is broken."

ally it is constantly flowing and changing, crumbling its banks, widening and deepening its channel. The water seen one day is never the same as that seen the next. Some of it is constantly being evaporated and drawn up, to return as rain. From year to year these changes may be scarcely perceptible. But one day, when the banks are thoroughly weakened and the rains long and heavy, the river floods, bursts its banks, and may take a new course.

This represents the dialectical part of Marx's famous theory of dialectical (or historical) materialism. According to Hegel's dialectic, everything in the world is constantly changing. At any moment, something old is dying away, something new is developing. In time one accumulated set of forces (called *thesis*) is violently opposed by another set (*antithesis*) which has developed out of the first. From their clash emerges a new combination (*synthesis*) containing the best elements of both. In human affairs, these clashing forces are ideas and activities and institutions. Thus, for an example which this theory fits fairly patly, the early U.S. might be called thesis, the rebellious Confederacy antithesis, the modern U.S. synthesis.

Having established to his own satisfaction that human society progresses this way and no other, Marx set out to "prove" that a revolutionary clash between capitalism and its proletarian workers was inevitable, and would inevitably result in the synthesis of socialism. Hegel had believed that dialectical progress is planned and directed by a superhuman World-Spirit, working out its design through human agencies. Marx, rejecting gods of any sort, brought destiny down to earth with the "materialism" part of his theory.

### The "class struggle"

**M**EN like to believe that they regulate their affairs according to their ideas and ideals of truth and justice. Historically, said Marx, it is the other way round. Every society's law, politics, religion and morality have developed chiefly out of its material environment—principally the ways by which its members produced and exchanged their food, clothing, shelter and other material goods. In other words, a society does not fashion a way of life out of its ideas and ideals; instead its ideas and ideals are shaped by its ways of making a living. As Marx put it, "It is not consciousness that determines life, but life that determines consciousness."

Since methods of work and trade change with the development of new techniques, tools, resources and markets, men's ideas of the fair way to divide their work and the products of their work have changed accordingly. But throughout history, Marx declared, the upper classes' notions of what is "right and fair" have meant that they did the least work and took the lion's share of the goods. Naturally, the short-changed masses have always rebelled.

"The history of all existing society," he and Engels proclaimed

CONTINUED ON NEXT PAGE

# Feel **GLAD** to get up?



## Try this drugless way to sound refreshing sleep

**I**F you are troubled with restless sleep, if you wake up listless in the morning, you should not only *try* Ovaltine—but you should also know *why* it receives such universal recognition.

First of all you should know—for your own safety—Ovaltine contains no drugs of any kind. It acts by helping you to relax in a perfectly natural way. You take it hot

at bedtime. It helps to break down nervous tensions built up during the day—induces natural relaxation and sleep.

Moreover, Ovaltine contains a wide scope of important food elements. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out nerves and tissue.

### You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.

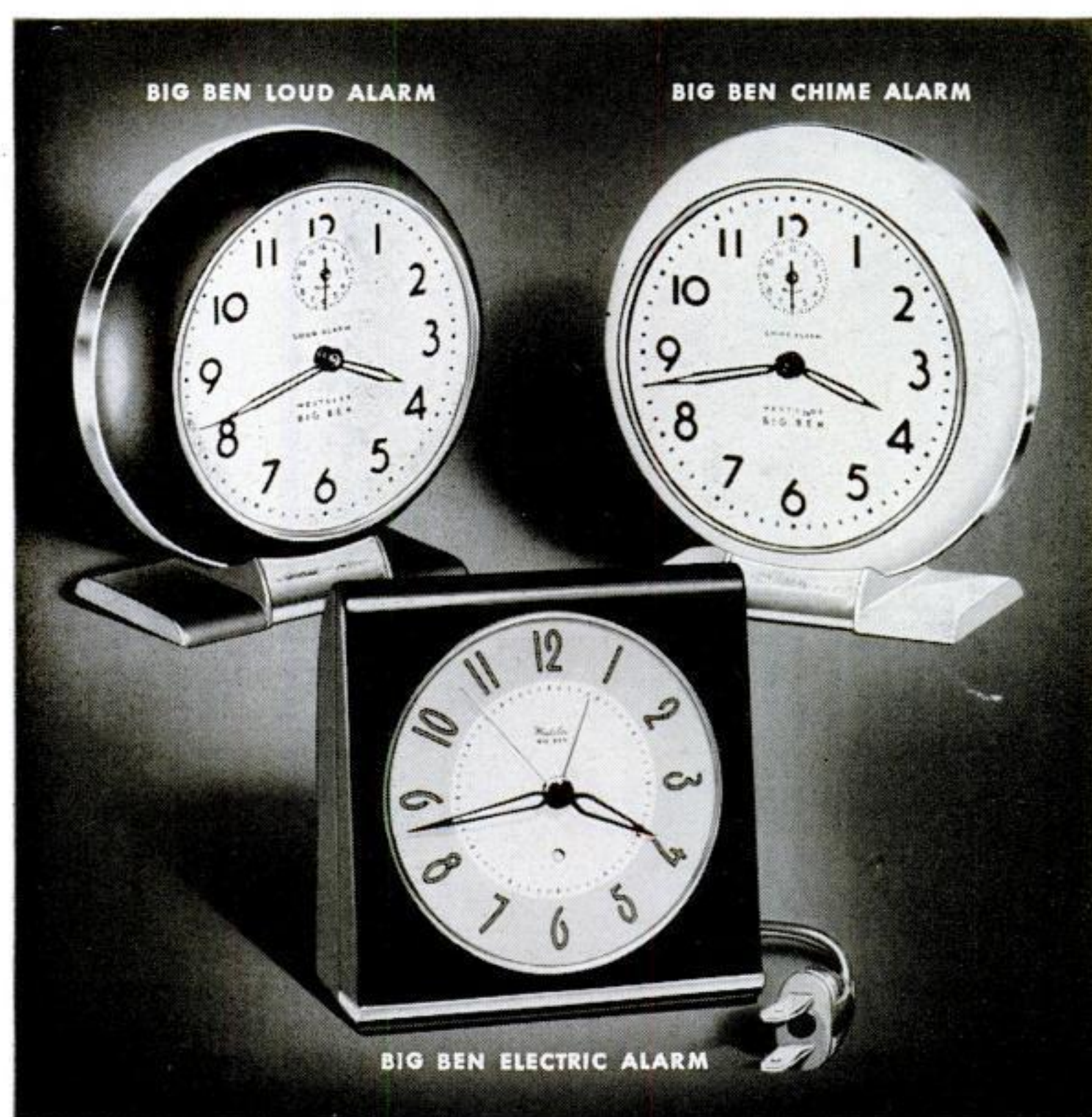


# OVALTINE

PLAIN AND CHOCOLATE FLAVORED



CHOOSE the Big Ben best suited to you. There's Big Ben Loud Alarm, with intermittent 'fire alarm' call and tick you can hear... Big Ben Chime Alarm, with quiet tick and polite two-voice alarm... Big Ben Electric Alarm, with exclusive gong alarm adjustable to loud or soft. All have luminous or plain dials. All are Westclox quality.



**BIG BEN Loud Alarm** keeps more people on time than any other clock. He has a tick you can hear. And just try to sleep through his intermittent "fire alarm" call! In black finish, \$4.75. With luminous dial you can see in the dark, a dollar more.

**BIG BEN Electric Alarm** has an exclusive gong alarm, adjustable to loud or soft. Sturdy, quiet electric motor. Just set him for the time you want to wake up, and forget him. In rich, handsome brown, \$8.95. With luminous dial, he's one dollar more.

**BIG BEN Chime Alarm** has a quiet tick. He's the *polite* alarm clock—"First he whispers, then he shouts."\* His first call is a gentle chime. Then, if you don't wake up, he shouts! In ivory finish, \$5.75. With luminous dial, he's one dollar more.

prices quoted do not include tax and are subject to change. \*Trade Mark Reg. U. S. Pat. Off.

**BIG BEN\*** *Keeps America On Time*  
**WESTCLOX\*** *Products of GENERAL TIME Instruments Corp.*



**FEAR OF REVOLUTION** was Marx's immediate (and long-lasting) gift to mankind. This cartoon by Nast, published in U.S. in 1874, shows that Communist's pose as "Emancipator of Labor" does not fool "Honest Working People."

## KARL MARX CONTINUED

in the *Communist Manifesto*, "is the history of class struggles."

"Freeman and slave, patrician and plebeian, lord and serf, guild-master and journeyman, in a word, oppressor and oppressed, stood in constant opposition to one another, carried on uninterrupted, now hidden, now open fight, a fight that each time ended, either in a revolutionary re-constitution of society at large, or in the common ruin of the contending classes."

## The theory of "Surplus Value"

**CAPITALISM**, developing out of the rebellion of the new merchant class against the feudal lords, had only simplified the conflict, Marx observed. Now, instead of many contending classes, "society as a whole is more and more splitting up into two great hostile camps . . . : Bourgeoisie capitalists and Proletariat workers."

But why is capitalism *self-doomed*? Why *must* it grow so increasingly intolerable to the workers that they are certain to rise up and destroy it? *Capital* is Marx's 2,500-page answer to these questions.

Men ordinarily invest their capital only in hope of a profit. Where do profits come from? Out of the produce of the workers, said Marx. Labor, he asserted, is the source of all value. But the workers are paid only a fraction of the value of the goods they produce. The rest, which Marx called surplus value, is taken by the parasitic property-owners.

The evils of capitalism which Marx listed and analyzed—low wages and long hours, the speed-up and stretch-out, the crushing of labor unions, technological and other unemployment, the monotony of machine-tending, cut-throat competition, monopoly, depression, the international competition for markets and resources which leads to war—have been made familiar to Americans by three generations of native reformers. Marx gave them valuable material for their arguments, but differed from most of them in holding these ills to be irremediable because they are inherent in the essence of capitalism, which is competition. No matter how humane and unselfish a capitalist may be, Marx asserted, he must try to wring all possible surplus value from his workers; if he does not, his competitors will put him out of business.

Capitalists' competition with each other, said Marx, is the immediate cause of capitalism's evils. To meet competition, he argued, the capitalist must keep his costs, and hence his wages, low. To meet competition, he must build up his profits in order to keep on buying more and better machinery, which displaces many workers and makes automata of the rest. To maintain their huge and growing investments in plant and machinery, capitalists must increase their

CONTINUED ON PAGE 70



# GENUINE REGISTERED Keepsake DIAMOND RINGS

Trade Mark Registered



For the name of your local Keepsake Jeweler, anywhere in the U.S.A., call Western Union by number and ask for Operator 25.

- |                               |        |                            |        |
|-------------------------------|--------|----------------------------|--------|
| A. HOLLISTER Ring             | 750.00 | D. HEATHER Ring            | 350.00 |
| Also \$450 to 1100            |        | Also \$100 to 2475 and in  |        |
| Wedding Ring                  | 150.00 | platinum \$300 to 3450     |        |
| ★ Man's Diamond Ring          | 125.00 | Wedding Ring               | 12.50  |
| Available at \$75 to 250 to   |        | E. PARADIS Ring (Platinum) |        |
| match all engagement rings    |        | \$975 to 5000              |        |
| B. TREMONT Ring               | 150.00 | F. JONQUIL Ring            | 125.00 |
| Also \$200 and 300            |        | Wedding Ring               | 62.50  |
| Wedding Ring                  | 100.00 |                            |        |
| C. COPLEY Ring (Plat.)        | 300.00 |                            |        |
| Also available in gold \$200, |        |                            |        |
| 300 and 400                   |        |                            |        |
| Wedding Ring                  | 125.00 |                            |        |

All rings illustrated available in white as well as natural gold. Rings enlarged to show details. Prices include Federal Tax.

Look for the name "Keepsake" in the ring, and require the Keepsake Certificate of Guarantee and Registration.

## "Darling, it's a Keepsake!"

There are many ways to show your love in the things you do and the things you say, but none is more lasting, or brings more joy, than love's most treasured symbol . . . a genuine registered Keepsake Diamond Ring. Only one diamond in hundreds meets the exacting standards of excellence in color, cut and clarity which distinguish every Keepsake Diamond Ring. Identify Keepsake by the name in the ring, and the words "guaranteed registered perfect gem" on the tag . . . as illustrated. Let comparison prove that a Keepsake gives you higher quality and greater value than an ordinary ring of the same price. Better jewelers are Keepsake Jewelers. Prices from \$100 to \$5000.



KEEPSAKE DIAMOND RINGS, A. H. Pond Co., Inc.  
120 E. Washington, Syracuse 2, New York

Please send the useful 20-page book, "The Etiquette of the Engagement and Wedding," with illustrations and prices of Keepsake Rings and the name of the nearest Keepsake Jeweler. I enclose 10c to cover mailing.

Name.....

Street and No.....

City..... L 10-18-48



Listen to BRIDE and GROOM  
ABC 2:30 P. M., E.S.T.

**Keepsake—Traditionally through Six Decades the Choice of America's Loveliest Brides**





TRY SNIDER'S OLD FASHIONED CHILI SAUCE  
AND COCKTAIL SAUCE TOO!

If the Snider Folks put it up —  
it tastes like home

## KARL MARX CONTINUED

production until they are turning out more than their markets can consume, and keep on producing even then, while markets dwindle and competition grows fiercest as depression grips the world.

Only the strongest can survive. "One capitalist," Marx observed, "always kills many." The middle class, he predicted, will virtually disappear as the weaker capitalists are eliminated and drop down into the proletariat. At last, in the basic competition for the world's goods, only a handful of great capitalists will be left to confront the angry masses. Then comes the revolution. Some Marxian apologists make much of the fact that once, late in life, Marx conceded: "We do not deny that there are countries like England and America, and I might add, even Holland, where the worker may attain his object by peaceful means." But the lifelong emphasis of his preaching and prophecy was on the premise that communism can be established only by force.

With the revolution, said Marx, will come the only possible cure for capitalist ills; the killing of capitalism by the ending of competition. Competition between individual men will be ended when the state takes away the sole means by which one man or class can exploit another: the ownership of productive property. Competition and war between nations will be ended when the whole world, or at least a dominant part of it, similarly becomes one great classless society.

There, dazzling in its simplicity, is Marx's case. Even in sketchy outline, it emerges as one of the most brilliant achievements in the history of propaganda. Its logical and historical fallacies are debatable enough to be surmounted easily by its tremendous emotional appeal to the world's discontent. It allows disgruntled men to shift the blame for their failures to someone or something outside themselves. It encourages embittered men to take righteous revenge on the authors of their poverty and humiliation. It offers a noble vision to humanitarians, and inspires in seekers of that vision the ruthlessness and the supreme confidence of men who are sure that they march with destiny.

Though it denies the spiritual nature of man, a denial which most critics consider its greatest flaw, Marxism paradoxically seems to bestow upon its believers the spiritual satisfaction which men most prize, and which they have most sorely lacked in this troubled century. This is the satisfaction of certainty: certainty of a purpose in living, certainty of a goal, certainty of the method of reaching it, certainty of eventual triumph. It is a certainty comparable to that which religious faith once gave the mass of men, before the Age of Doubt.

Few Americans can study Marxism without themselves attaining a measure of certainty about at least one thing: America can never win over the present rulers of Russia to a settled peace by friendliness and good deeds.\*

### Marx and the Russians

SOME Americans, cheerfully ignoring Stalin's original choice of partners, may still build hope on Russian-American comradeship in the late war. But temporary alliance with one ideological enemy in order to destroy another is precisely the strategy which Marx advised in a letter to the Communist League in 1850. Communists, he observed, would naturally ally themselves with the "petty bourgeois democrats" in revolt against Europe's autocracies. But "from the first moment of victory," he continued, Communists should turn on "our previous allies" and, while prolonging the revolutionary tumult, conspire and agitate against those former allies, "extort . . . every conceivable concession and promise . . . the surest way to compromise them," and "dictate to them such terms that the rule of the bourgeois democrats shall bear within it from the beginning the germ of its destruction, and its displacement later by the rule of the proletariat become considerably easier." Stalin, Molotov & Co., it has been made painfully clear, have not forgotten this advice.

Some Americans argue hopefully that the men in the Kremlin are not really zealots, but instead are merely power politicians whose pretended belief in Marxism is only a propaganda weapon to keep their own people in subjection and win willing dupes throughout the world. This argument has a familiar ring; it has been less than a decade since some Americans were arguing that Adolf Hitler

\*Conversely it is doubtful whether any American who has not read the Marxist gospel can understand the uncompromising fervor of the Communist's dedication to his anticapitalist cause. To a question asked him during the preparation of this article, William C. Bullitt, first U.S. ambassador to the Soviet Union, replied, "I am almost certain that President Roosevelt never read any of Marx's major works. I remember asking him once if he had read *Capital* and he said that he had picked it up but had never managed to read more than a few pages."

CONTINUED ON PAGE 75



...and on her wrist

the newest in fashion

# Circlette<sup>\*</sup>

## WATCH BAND



\$8.95



\$8.95

...and only Jacques Kreisler

makes the new, acclaimed

SCULPTURED-CURVE WATCH BAND

See how Circlette is sculptured to your wrist to make your old watch  
look thrillingly new...to give your new watch  
that precious jewelry look. See them at jewelry and department stores.

Six different styles—all in ENDURING KREISLER QUALITY—in the colors  
of yellow, pink or white gold. Some styles available in 14 kt. gold.

PRICES INCLUDE FEDERAL TAX.



\$10.95

# Jacques Kreisler

WORLD'S LARGEST MAKER OF JEWELRY WATCH BANDS FOR MEN AND WOMEN

\*®

CIRLETTE SHOWN ON MODEL'S  
WRIST, SET WITH RHINESTONES, \$22.50.

FURS STYLED BY GUNTHER.

©1948 JACQUES KREISLER MFG. CORP., N. BERGEN, N. J.



# FROM SOUP TO NUTS!

# 8

# different of

## TOMATO SOUP DE LUXE

Simmer 6 cups tomato juice with sliced onion, bay leaf, a dash of salt, pepper and sugar. Strain, and stir a little of the hot mixture into 6 tablespoons *Real Mayonnaise*. Then blend all together. Serve piping hot. If desired, garnish with chopped chives.

## FRUIT JUICE MAYONNAISE

Fold  $\frac{1}{3}$  cup *Real Mayonnaise* into  $\frac{1}{4}$  cup heavy cream, whipped. Stir in 1 tablespoon fruit juice and  $2\frac{1}{2}$  tablespoons confectioners sugar. It's smooth!

## From tasty soup to toasted nuts

... all eight of these recipes prepared with *real mayonnaise* are dishes you can be proud to serve. But don't expect to get the flavoring and shortening value of Best Foods or Hellmann's *Real Mayonnaise* with ordinary "Salad Dressing." Unlike "Salad Dressing" Best Foods or Hellmann's *Real Mayonnaise* contains no starchy filler. It's all pure mayonnaise ... rich as only *real mayonnaise* can be.

The economy of buying *real mayonnaise* is fairly evident: All 8 of these recipes to serve six people take only one pint jar of Hellmann's or Best Foods *Real Mayonnaise* ... and, believe it or not, there'll be some left over! For more original recipes like these, ask your grocer for a copy of the recipe booklet entitled: "From Soup to Nuts with *Real Mayonnaise*." It contains 41 exciting recipes ... all kitchen tested ... all delicious!

## MEAT BALLS

Prepare your favorite meat ball recipe, form into 12 balls and sauté slowly in 4 tablespoons *Real Mayonnaise*. Tastes like more!

## SPREAD ON BREAD

*Real Mayonnaise* spread on thin slices of bread is far more tasty than plain bread and butter sandwiches. And it's really super in Cold Cut sandwiches. Tangy ... and rich.



# dishes from one pint Real Mayonnaise

## MOCK HOLLANDAISE

Prepare 1 cup of white sauce. Just before serving stir in  $\frac{1}{3}$  cup Real Mayonnaise. Excellent on a wide variety of hot vegetables. This sauce hits the spot.

## TOASTED NUTS

Mix 2 tablespoons Real Mayonnaise with  $\frac{1}{2}$  pound shelled nuts; spread in shallow pan and bake in moderate oven (375° F.) 15 to 25 minutes; stir often. Spread on brown paper; salt. A treat!

## MARMALADIES

Mix  $\frac{1}{2}$  cup orange marmalade, 1 cup grated carrot, with 2 tablespoons Real Mayonnaise. Spread on six slices of raisin bread and top with additional slices of bread. Umm... good!

## MAYONNAISE MUFFINS

Sift 2 cups of flour with 3 teaspoons baking powder and  $\frac{1}{2}$  teaspoon salt. Gradually add 1 cup milk to  $\frac{1}{3}$  cup Real Mayonnaise and 1 teaspoon Best Foods Mustard-with-Horseradish. Stir liquids into flour mixture only until flour is moistened—mixture will be slightly lumpy. Grease muffin tins with melted Nucoa margarine and fill two-thirds full. Bake in hot oven (400° F.) 15 to 20 minutes. Men love 'em!

IN THE WEST

IN THE EAST →

*America's Largest-Selling Mayonnaise*





**WE'D LIKE YOU TO MEET VIRGINIA FELLER**, wife of the famous big league pitcher and ex-Navy gunner. Here she is at home in Waukegan, Ill. with their two sons, Stevie, 3, and Marty, 1. We'd like you to meet the Fellers because in many

ways they are typical of the 10½ million new families that have appeared on the American scene during the last 8 years. In these inflated times they all have this one great problem — how to get the most for the money they must spend.

## To the girl who married Bob Feller

Dear Mrs. Feller:

Have you ever wondered what happens to the money you spend for groceries? As one woman to another, I think you have every right to know.

You, and the millions of others, who bought our products last year, helped build General Mills' sales to a record \$458,473,576. Where did this money go?

Most of it went to suppliers of raw materials and services needed to make our products. We paid them \$389,628,821--85% of our "sales income"--in exchange for their grain, bags, cartons, transportation and so on.

The second largest share of sales income--about 9%, or \$42,166,799--was paid in wages and salaries to the 12,000 men and women who "run the business." This figure, by the way,

was 7 times as large as the share that went to our 13,000 stockholders.

Profits, as usual, were under 3¢ on each dollar of sales. Less than half of these earnings went to our stockholders; the rest was reinvested in the business. (For a breakdown of our sales dollar, see chart at right.)

In closing, Mrs. Feller, let me assure you that we here at General Mills are doing everything we can to see that you and all the home-makers of America get full value for every penny you spend for our products.

Sincerely,

*Betty Crocker*





## KARL MARX CONTINUED

did not really believe his theory of Germany's racial superiority and its consequent destiny to rule the world.

Trotskyites and other anti-Stalin socialists say that the Soviet dictator has betrayed Marxism in favor of Russian nationalism by "abandoning the world revolution." This was a plausible assertion in the 1930s, during the era of the "popular front." At the moment, however, proof that Stalin has really abandoned the revolution would be received with considerable interest in Rumania, Bulgaria, Hungary, Greece, Albania, Czechoslovakia, Poland, Germany, Italy, France, China, Korea and Indonesia—to name only the places where Communists are operating most openly and successfully.

It is true that Lenin and Stalin have gone well beyond Marx in their "interpretations" of Marxism. This has been acknowledged in the naming of the official Soviet philosophy, which is now officially called Marxism-Leninism-Stalinism or sometimes just plain Stalinism. But the Lenin-Stalin additions have been precisely that: additions. The Kremlin has never denied or renounced anything that Marx wrote.

The fact is that Marx, sneering at other socialists' intricate utopias, took little interest in detailing what would happen after the revolution was won. But he did predict a "dictatorship of the proletariat" and considerable inequality during the "long and painful travail" in which the stateless, classless society would be brought to birth. This has been quite enough foundation on which to build Russia's monstrous party dictatorship and its highly privileged class of party members.

In sum, Russia's rulers say they believe their Marxist creed; they act as if they believe it; they stand to gain enormous confidence by believing it. Time and again Lenin and Stalin and the lesser Soviet leaders have echoed and rephrased the words of Karl Marx which proclaim the impossibility of any lasting, live-and-let-live compromise between the Communist and democratic worlds. "The Communists . . .," wrote Marx and Engels in 1848, "openly declare that their ends can be attained only by the forcible overthrow of all existing social conditions . . . For us it cannot be a question of changing private property but only of its destruction, not of glossing over class antagonisms but of abolishing classes, not of bettering the existing society but of founding a new one."



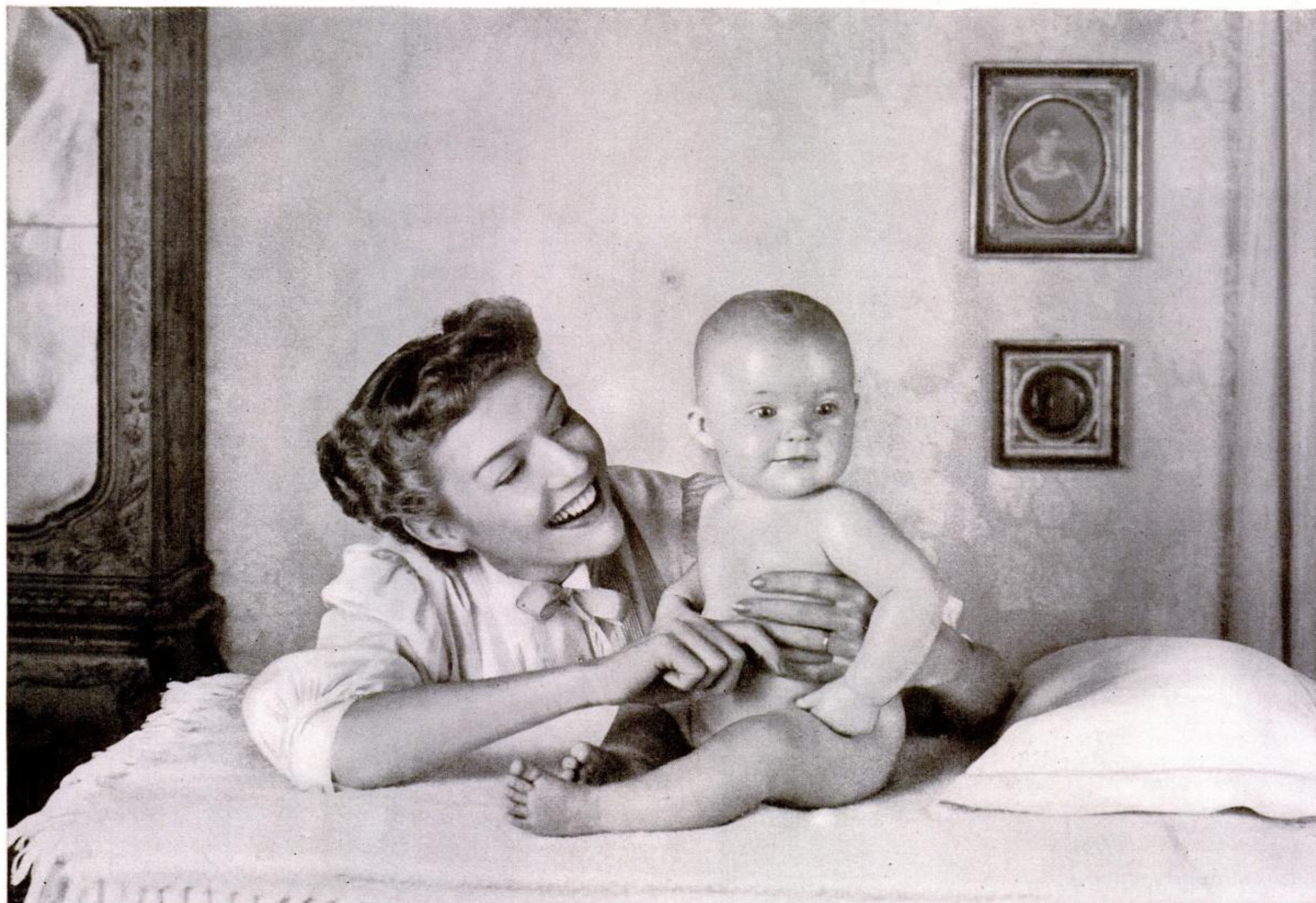
**WELSH GIRL MINEWORKERS** (above) were among those whose lives were blighted by miserable working conditions in capitalism's early years. Such exploitation of labor appeared to confirm Marx's theory that the "class struggle" was inevitable. But Marx did not foresee that social security would be expanded and wages and working conditions vastly improved without the proletarian revolution which he prescribed as the workers' only hope.

you'll enjoy  
**a CORONET**  
 brandy highball...  
 because Coronet is lighter...  
 cleaner-tasting...  
 with soda, ginger ale,  
 or cola

California grape brandy 84 proof. Schenley Distillers Corp., New York City

© 1948 SCHENLEY DISTILLERS CORP.





*Your baby looks to you to guard his tender skin from discomfort.*

*Handle his thinner baby skin with gentlest care*



**You keep his tiny fingernails** clipped short and gently smooth. His skin is so tender that even those soft, baby nails can scratch and tear it. His skin actually is thinner and more sensitive, you know, than a grown-up's. Recent tests show that it would be hurt and injured sooner. He trusts you to give his delicate skin your very gentlest care.



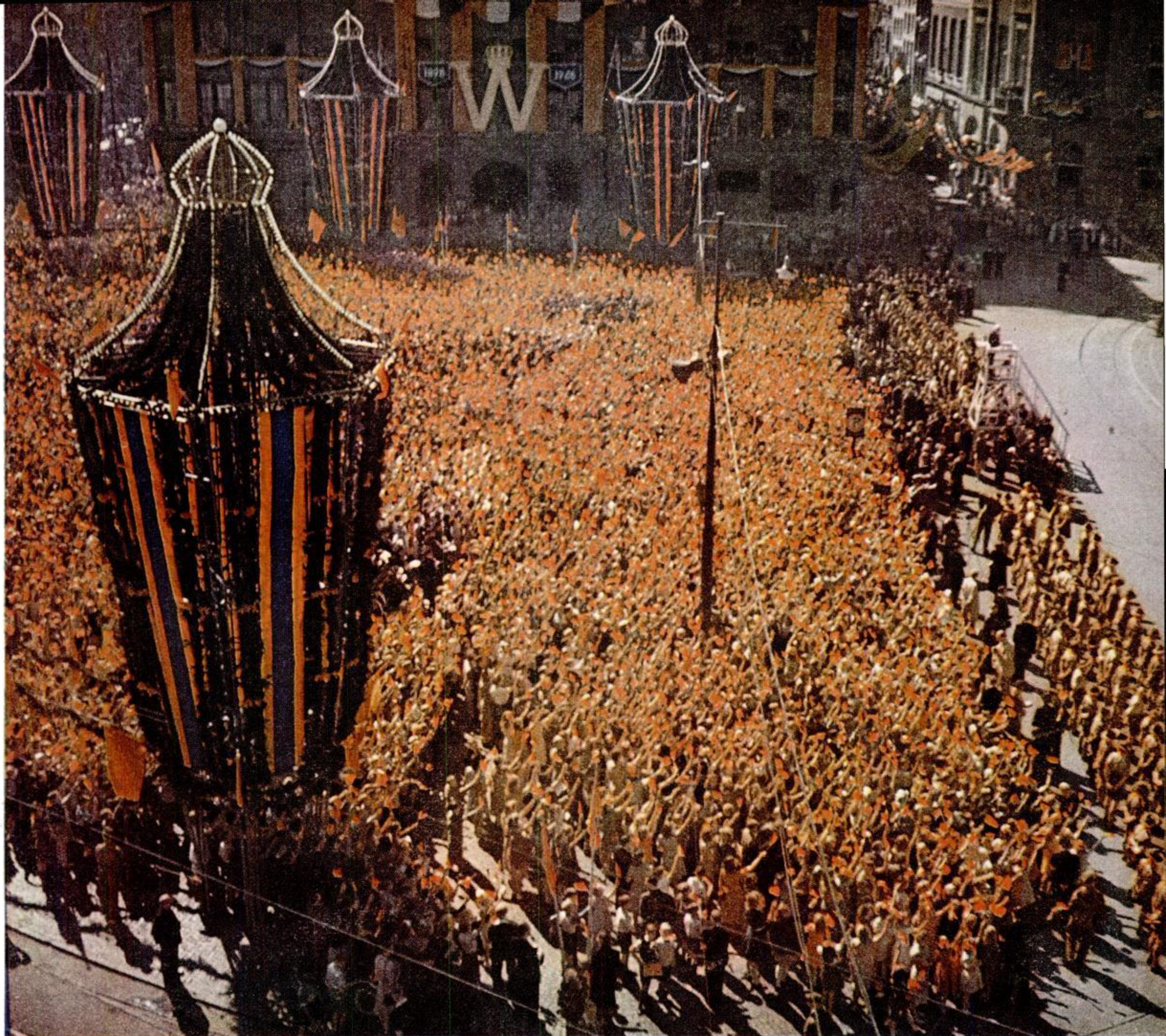
**Even during your busiest hours** you find time to change him, to keep that tender skin dry and comfy. If your baby is under 6 months, try lining his diapers with 20 or more fluffed up sheets of soft, absorbent ScotTissue. You won't have so many complete diaper changes. Just remove and flush away soiled tissue. It saves laundry and keeps baby just as dry.



**More mothers every day** are finding the ideal combination of "tender skin" qualities in ScotTissue. It's downy soft to prevent chafing . . . instantly, cleanly absorbent yet strong enough to avoid shredding. You can depend on ScotTissue's gentle cleansing to help you care for your baby's tender skin now—to help train him properly later on. Trade Mark "ScotTissue" Reg. U. S. Pat. Off.

*ScotTissue is soft as old linen*



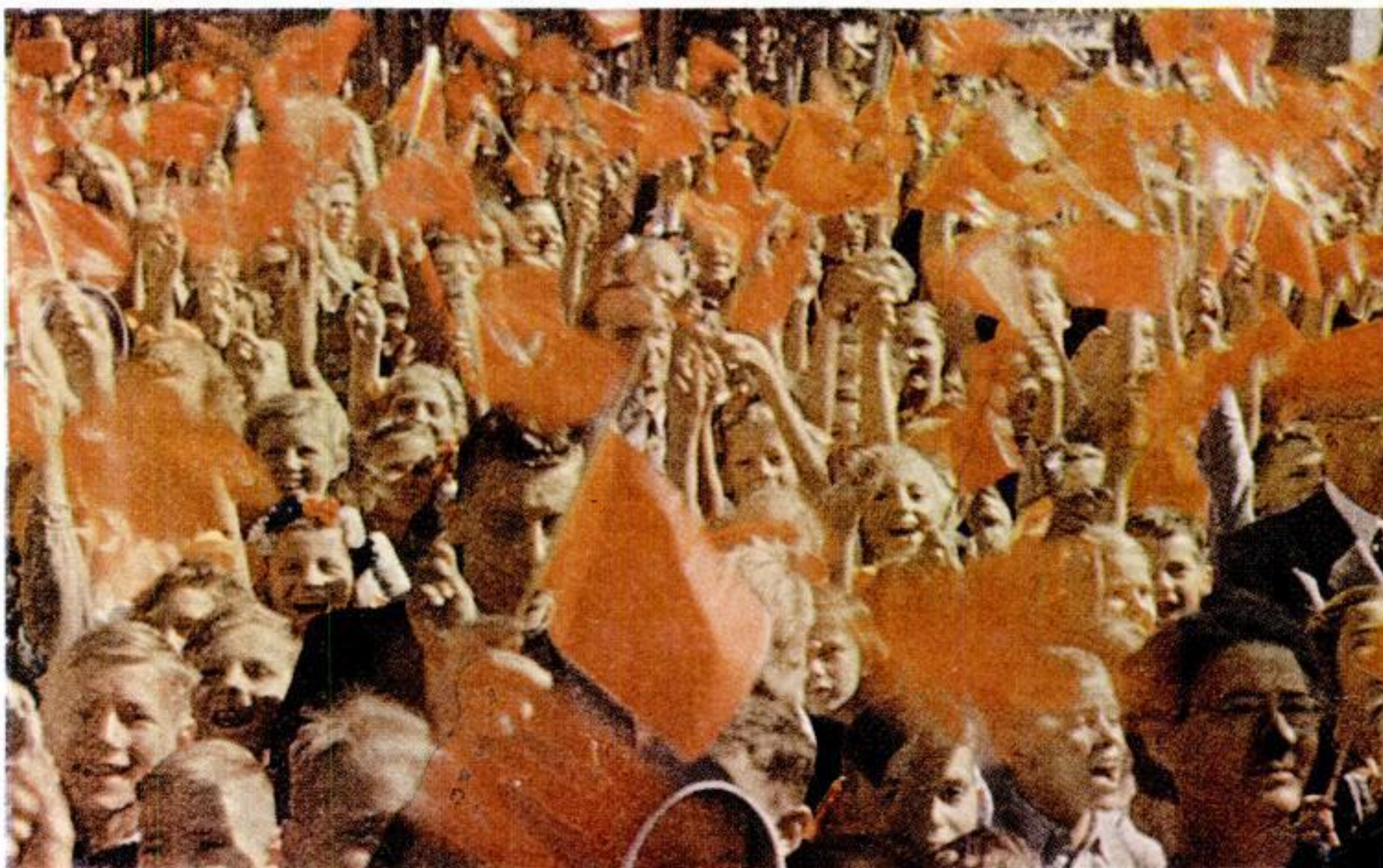


UNDER ORANGE BANNERS AND BIG BLUE AND ORANGE ORNAMENTS, THOUSANDS OF FLAG-WAVING HOLLANDERS FORM BRIGHT CARPET TO HONOR THEIR GREAT QUEEN

# WILHELMINA GETS AN ORANGE CHEER

Holland glows with royal colors

Anyone who thinks Holland's royal House of Orange has no connection with the color of the same name should have been in Amsterdam on Aug. 31. Workingmen wore orange rosettes in their button-holes. Orange posters lined the streets. Trees were decorated with orange lights, and orange lanterns were strung across the canals. Haberdashers sold thousands of orange neckties. And before the royal palace in Amsterdam's Dam Square 19,000 people waving orange flags (*above and right*) paid tribute to Queen Wilhelmina, who was abdicating in favor of her daughter Juliana after a reign of 50 years.



BOTH CHILDREN AND ADULTS JOYFULLY JOIN IN THE COLORFUL DUTCH SALUTE TO THE HOUSE OF ORANGE



# The smoothest spread to put on bread



TRYING TO KEEP YOUR FAMILY WELL FED? Your budget balanced? Then margarine is the spread for you. Though high in nutrition it is low in price—so easy on your budget you don't have to ask your family to go easy when they spread it.

Margarine is highly digestible, too—and liberally fortified with Vitamin A. Everyone likes the sweet, fresh, wholesome flavor. And everyone likes the way margarine spreads—smoothly and easily, even when it's cold. There is no substitute for margarine, *the smoothest spread to put on bread.*

This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Nutritious  
**Margarine**  
NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS  
Munsey Building, Washington 4, D. C.





BOBBY LAYNE, JOHNNY LUJACK AND SID LUCKMAN (LEFT TO RIGHT) SHARPEN PASSING ACCURACY BY THROWING THREE FOOTBALLS AT ONE AUTOMOBILE TIRE

## THE THREE BEARS

Layne, Lujack and Luckman team up  
to rain passes on Chicago opponents

The scare which the talent-happy Chicago Bears, seven times league champions, throw into other National League football teams is thoroughly justified this year for three good reasons. In Bobby Layne, Johnny Lujack and Sid Luckman (*above*) Chicago has the most forward-passing talent ever concentrated on one squad. The Bears were dangerous enough with only the 31-year-old Luckman, who in 10 years has established a reputation as professional football's brainiest passing quarter-

back. Now Chicago's opposition must cope not only with Luckman but with Rookies Layne (from Texas) and Lujack (from Notre Dame), both of whom were among last year's finest collegiate passers. All three starred as the Bears opened their league season on Sept. 26 by grinding out a 45-7 victory over the Green Bay Packers. But the old pro, Luckman, continued to be the No. 1 quarterback. He is still the only one familiar with all of the 387 plays in Chicago's complicated offensive.



# HOLEPROOF

*brings it back again*

The **Guarantee** THAT MADE HOLEPROOF  
FAMOUS NOW ASSURES  
YOU DOUBLE-THE-WEAR



*Nylon socks by Holeproof*

Holeproof is FIRST AGAIN . . . with a Guarantee of Satisfaction on Nylon and Nylon-content socks that assures DOUBLE-THE-WEAR of the guarantee that made Holeproof famous! Buy a pair of these smooth, handsome Nylons . . . regular length or shorts . . . All Nylon or your favorite Nylon combination with silk, wool or cotton. Give it "the works" on wear. If, within 60 days it hasn't proved pure satisfaction in every way . . . wear, washability, fine appearance . . . send it back for a new pair FREE! Prices . . . 75c to \$1.75 the pair at fine stores everywhere.

**DUPONT NYLON** is tough, resilient, easy to wash, easy to dry, longer wearing.

Besides all Nylon and Nylon-content socks, Holeproof brings you a new, wider selection of other handsome socks for every occasion from 55c to \$3.50 the pair in regular or short lengths.

*Men's socks for every occasion by*  
**HOLEPROOF\***

\*©HOLEPROOF HOSIERY COMPANY, MILWAUKEE 1, WISCONSIN  
IN CANADA, LONDON, ONTARIO.  
WORLD FAMOUS MEN'S SOCKS ☆ WOMEN'S PROPORTIONED STOCKINGS ☆ LUXITE UNDERTHINGS, SLEEPWEAR and GIRDLES.

The Three Bears CONTINUED



**JOHNNY LUJACK** (left) gathers in one of the three passes he intercepted in Green Bay game. A great defensive player and ball-carrier, Lujack left all the passing in this game to Luckman and Layne, who threw three for touchdowns.



**SID LUCKMAN**, now an oldtimer of 31, leans wearily on a goal post to watch the Bears practice. He hopes to play at least a few more seasons, by which time either Lujack or Layne will be ready to step into his shoes and run the team.



VERY  
OBVIOUSLY...INCOMPARABLE  
Seagram's VO

CANADIAN WHISKY—A BLEND...OF RARE SELECTED WHISKIES



INCOMPARABLE BLEND OF NATURE AND SKILL—BY MEN WHO PLAN BEYOND TOMORROW

*This Whisky is Six Years Old—86.8 Proof. Seagram-Distillers Corp., N. Y.*





*First to give you the modern  
enamel surface rug...*  
**GOLD SEAL CONGOLEUM**



# FAMOUS FIRSTS BY ...FOR EVERY HOME



*"Nairn," "Congoleum," and "Congowall" are registered trade marks of Congoleum-Nairn Inc.*

© 1948. CONGOLEUM-NAIRN INC.

## CONGOLEUM

*Where you want super-  
service... gay color... lots of  
wear for little money!*

Watch your bedroom floor burst into bloom...your kitchen, your living room go gay and fresh with wonderful, world-famous Congoleum. This bright enamel surface floor covering costs so little, cleans so easily, makes decorating quick and simple. Just unroll it—no fastening needed! (Move it from room to room if you like.) As for wear, Congoleum gives

you a wear-layer of heat-toughened paint and baked enamel equal in thickness to 8 coats of the best floor paint applied by hand! Here, indeed, is a really great "first" by Congoleum-Nairn—the top name in floor and wall coverings. See colorful Congoleum in sparkling patterns, in rugs or by-the-yard—all backed by the famous Gold Seal guarantee!

IF IT HASN'T THE GOLD SEAL  
IT ISN'T CONGOLEUM



*First with the finest floor and wall coverings*



*First to make inlaid linoleum with  
superior built-in felt backing...*

**NAIRN INLAID LINOLEUM**



*First to bring you a great new  
low-cost wall covering...*

**CONGOWALL**

# CONGOLEUM-NAIRN EVERYWHERE!



OLDEST LINOLEUM NAME  
IN AMERICA



See 20 other idea-packed rooms in full color! Send 10¢ for decorating book, "Room Recipes You Can Follow Yourself" ... to Congoleum-Nairn Inc., Dept. 18, Kearny, N. J.

**NAIRN INLAID**

**LINOLEUM** *where you  
want the beauty and permanence  
of fine linoleum!*

For a beautiful, enduring, custom-made floor, nothing matches Nairn Inlaid Linoleum. The design is just as you choose: dramatically curved, crisply bordered, tailored wall-to-wall to suit your room. The radiant colors go through to the back—last as long as the linoleum itself. And there's more to the story of beautiful Nairn. It was first with Color-correlation

in linoleum (that means smartly blending color schemes for floors, walls, sink and counter tops). And first with the superior built-in felt backing (that means easier, better, more secure installation). It takes the experience of Congoleum-Nairn—America's oldest linoleum makers today—to bring you Nairn, the finest of genuine inlaid linoleum.

**CONGOLEUM-NAIRN INC.**

KEARNY, NEW JERSEY, MAKERS OF GUARANTEED  
FLOOR AND WALL COVERINGS: NAIRN LINOLEUM  
NAIRN ASPHALT TILE • CONGOLEUM • CONGOWALL



Proudly presenting the superb new

# PENCILITER

by RONSON

MAKERS OF WORLD'S GREATEST LIGHTER

*Your two most constantly used personal appointments now trimly, beautifully, streamlined into one.*

At your fingertips — combined in the unique, space-saving "two-in-oneness" of the Penciliter — lie years and years of trouble-free lighting and writing service.

At one end is the World's Greatest Lighter. It features the famous, patented Ronson safety-action — now engineered for smoother-than-ever response at the touch of your thumb.

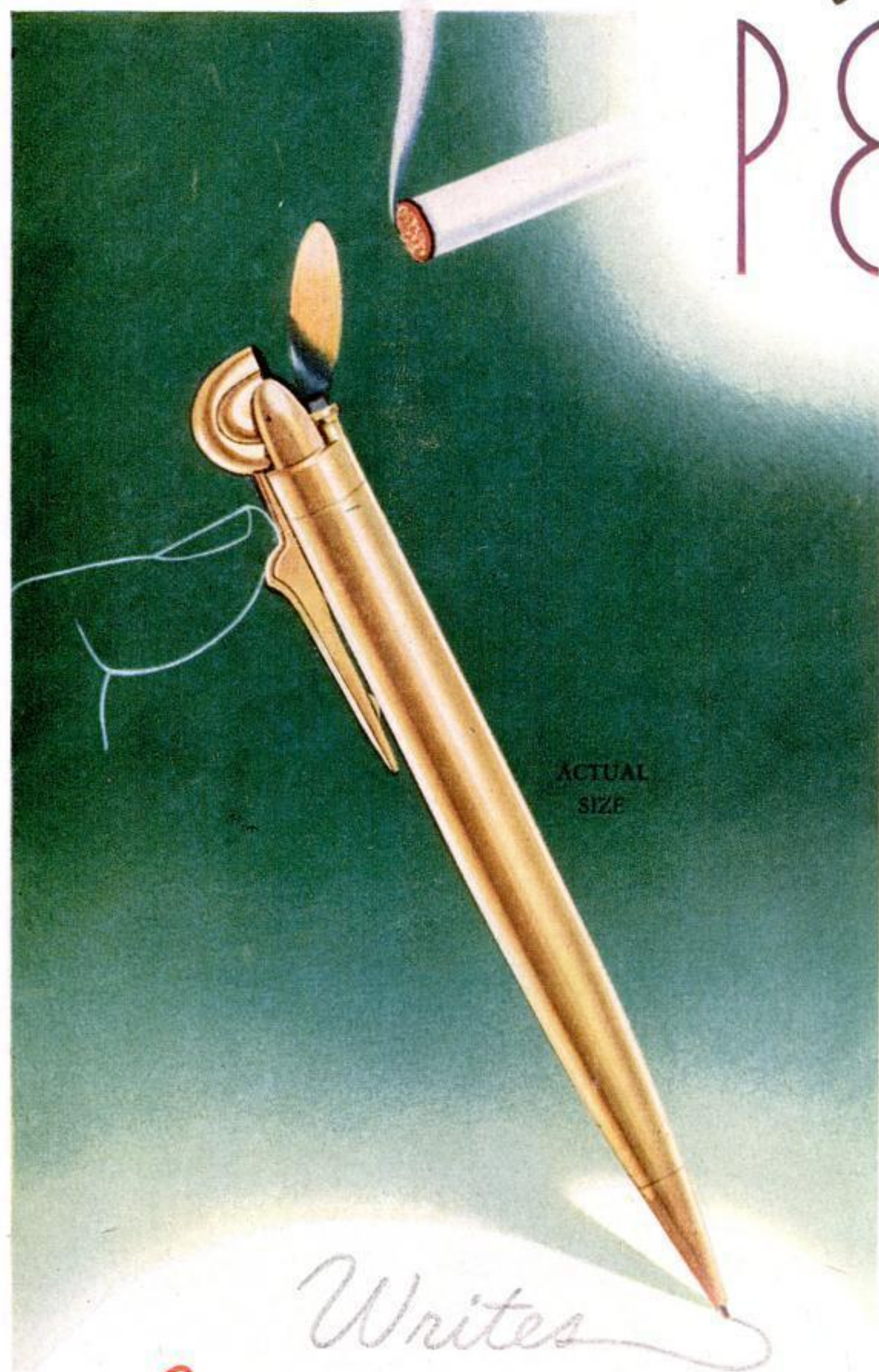
*Press, it's lit! Release, it's out!*

At the other end is the finest, best balanced pencil you ever put to paper. No effort has been spared to make it equal the Ronson lighting action in mechanical precision.

Here is a happy combination . . . a double-duty masterpiece . . . \*gold-filled, not simply for beauty, but for enduring perfection of performance.

FUN . . . EXCITEMENT . . . Tune in on Ronson's "20 Questions" every Saturday night (Sunday night, Pacific Coast), Mutual Network.

RONSON NOW ON TELEVISION in many principal cities.



ACTUAL  
SIZE

*Writes  
and Lights!*



Patented. Other  
Pats. Pend.

**1/20 14K GOLD FILLED**  
**\$15. (PLUS TAX)**

*For every smoker who writes...  
for every writer who smokes*



THE INSPIRED GIFT!

RONSON • NEWARK, N. J., TORONTO, ONT., LONDON, ENG.





SEED PELLETS ARE STREWN FROM PLANE OVER THE BARREN FOOTHILLS OF SOUTHERN IDAHO. PELLETS SPREAD OUT AS THEY FALL, LAND ABOUT A FOOT APART

## NEW GRASS FOR THE WEST

**Seeds packed in clay may solve the problem of restoring the rangelands**

The most ambitious attempt yet made to restore grass to the denuded rangelands of the West is a newly devised system of planting seed from the air (*above*). Pouring from the plane are small pellets of dry clay, each containing a few seeds of grass or clover. The pellets are heavy enough to fall in a regular pattern without being scattered by air currents. Once the seeds are on the ground, the clay protects them from rodents and birds. In some cases fertilizer has been put into the pellets to speed the growth of the seeds.

The western rangelands, where thick grass once stood waist deep, have been so badly damaged by a century of overgrazing that the livestock economy of the region is threatened. Western watersheds have also been seriously damaged by the loss of

their vegetative cover. After futile attempts to restore the land by other systems of reseeding, the U.S. Department of the Interior turned in 1946 to the pellet method. The idea, suggested by Dr. Lytle S. Adams of Phoenix, Ariz., was based on the observation that seeds eaten by wild rabbits and left in their droppings sprouted sooner than other seeds. Adams, who obtained government support during the war for a plan to destroy Tokyo with tiny incendiary bombs attached to bats (*LIFE*, Feb. 16, 1948), was given enough funds to reseed 90,000 acres in Arizona, Wyoming and Idaho during the last two years. The first results, promising if not conclusive, have so impressed Congress that a \$200,000 appropriation was made to test the method this year in other western states.



**SEED PELLETS** fresh from molding machine (*next page*) are inspected for uniformity by Inventor Adams.



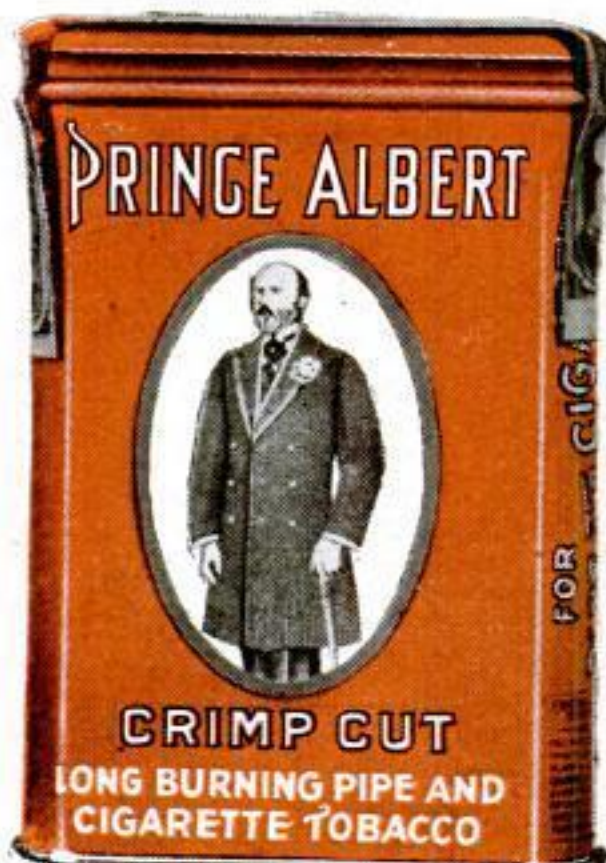
He's learning fast—  
he's got P.A.\*



● He's learned that a woman appreciates a man with Pipe Appeal—that extra something that distinguishes a pipe smoker. And he knows that with Prince Albert in his pipe, he's got a mild, tasty smoke.

P.A.\* means Pipe Appeal  
means Prince Albert

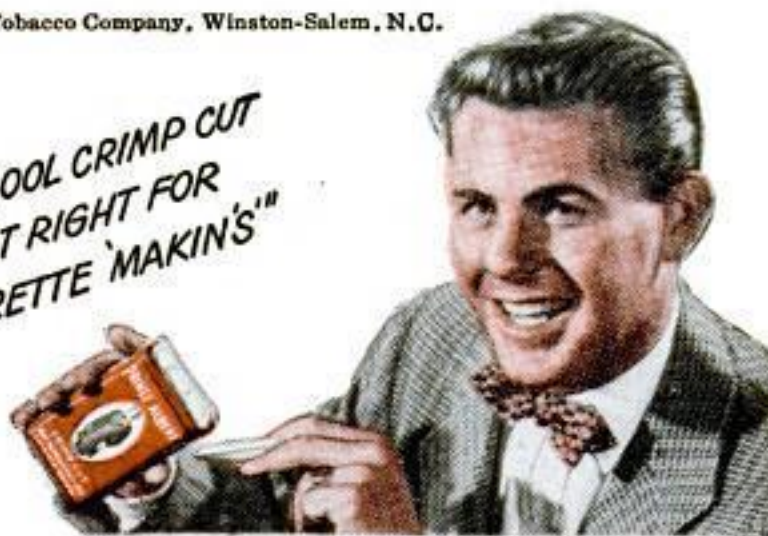
NEW HUMIDOR TOP  
Locks Out the air—  
Locks in the Freshness and Flavor!



When you pack your pipe with P.A., you're sure of getting a smoke that's really mild, really rich tasting. Prince Albert's choice, crimp cut tobacco is specially treated to insure against tongue bite. No wonder P.A. is America's largest-selling smoking tobacco!

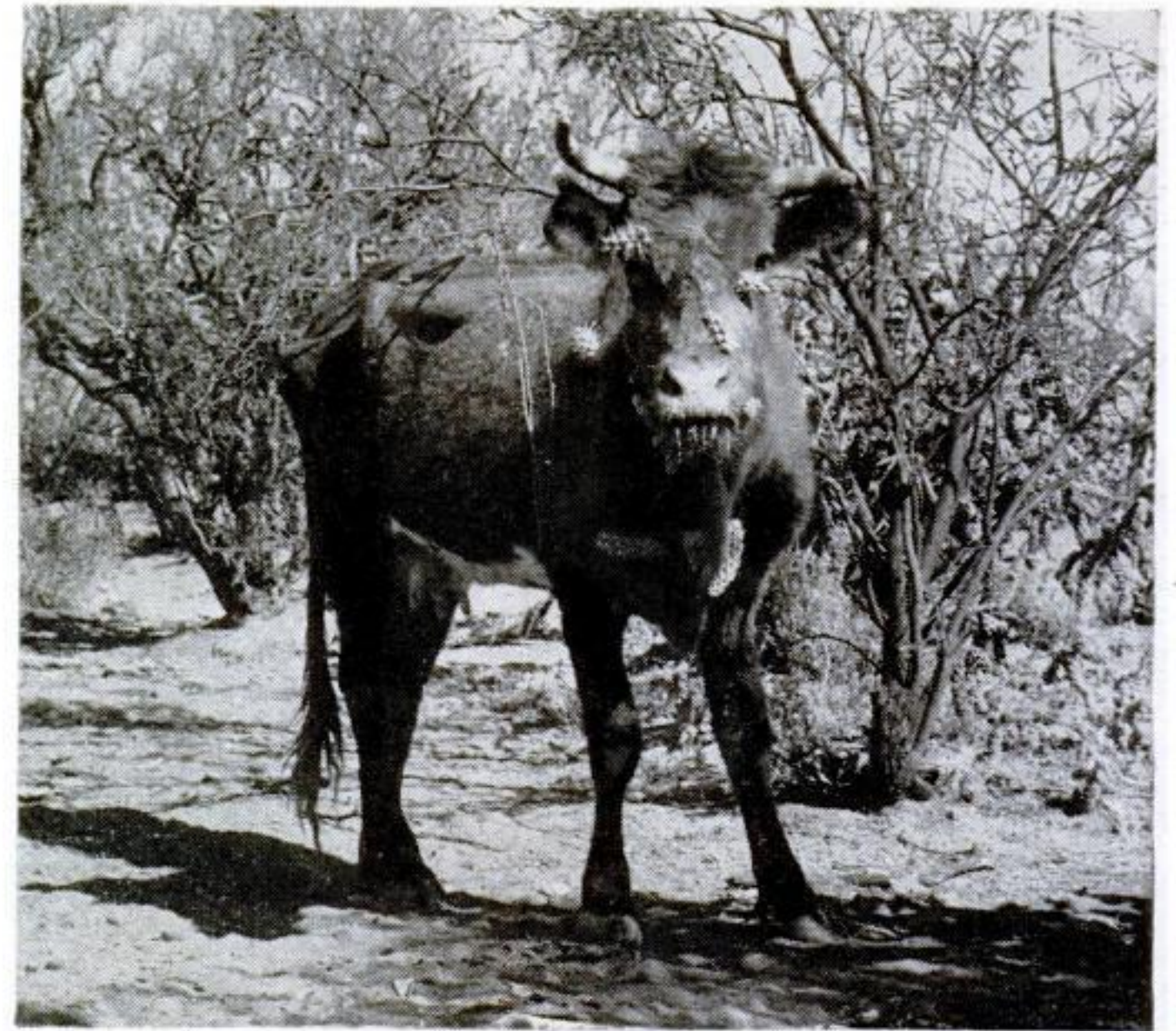
R.J. Reynolds Tobacco Company, Winston-Salem, N.C.

"P.A.'S COOL CRIMP CUT  
IS JUST RIGHT FOR  
CIGARETTE 'MAKIN'S'"



The National Joy Smoke

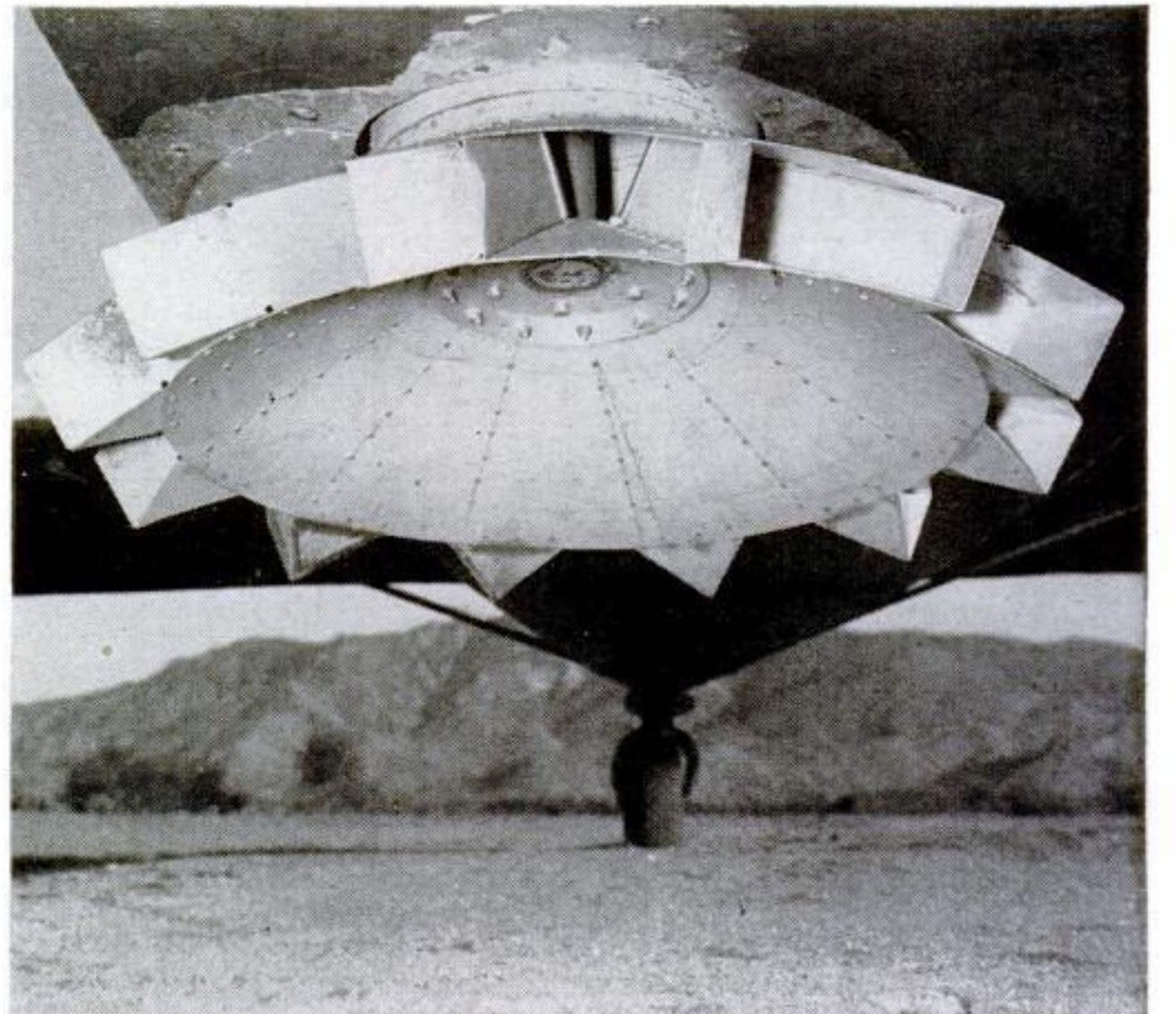
## Grass for the West CONTINUED



**HUNGRY COW** in Arizona has had to eat cactus for lack of grass. The worthless range on which it forages can be restored only by artificial seeding.



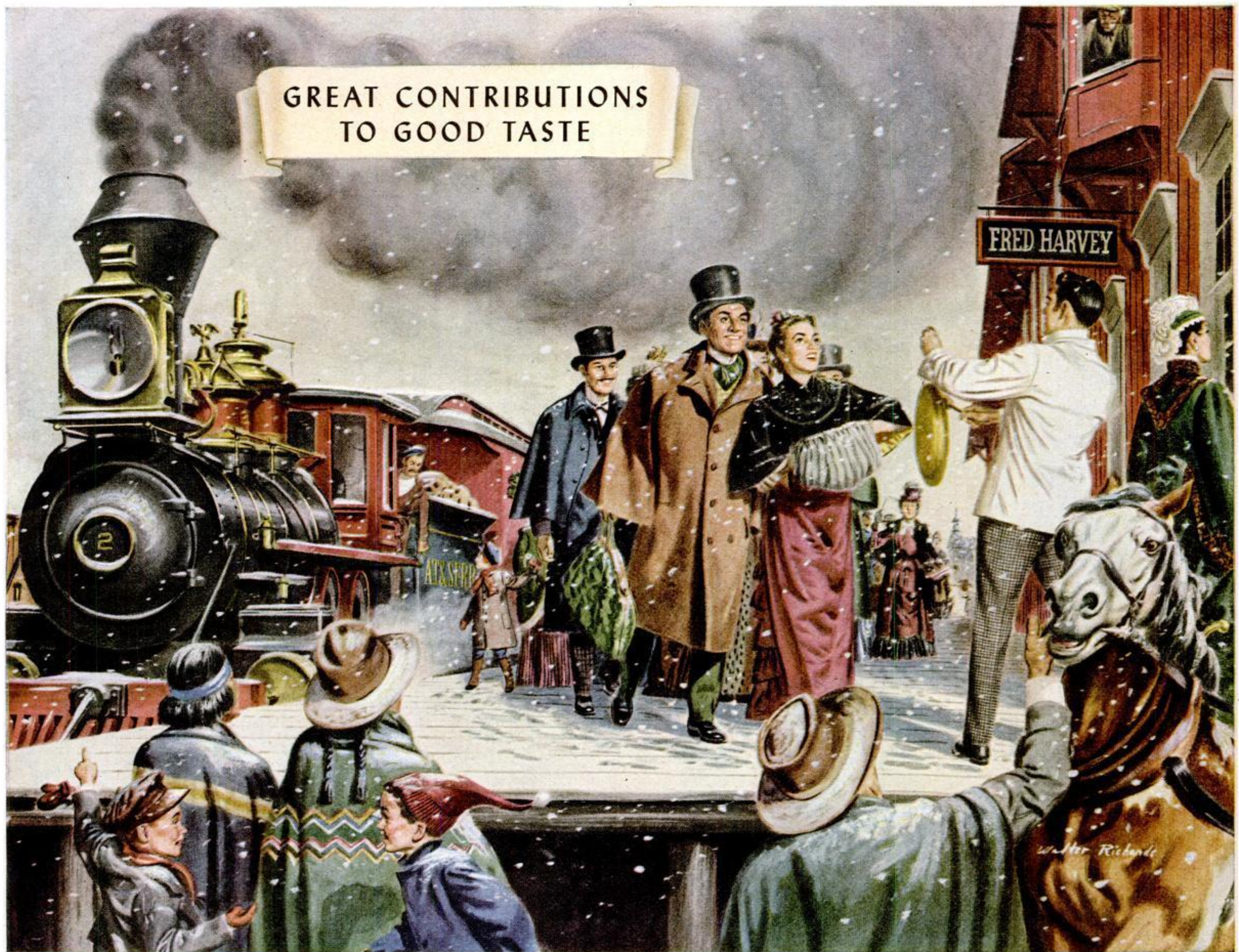
**PELLET FACTORY**, set up on the open range, is bulky, motor-driven machine whose turning wheels roll the moist mixture of clay and seeds into balls.



**SEED DISSEMINATOR** used on some of the planes has vents which scatter the seed pellets and distribute them evenly over the acreage to be planted.

CONTINUED ON PAGE 89





## He made the Frontier a Good place to Eat

On time or late, travelers in the '70's could count upon one thing with absolute certainty. Their meals along the way would be the worst imaginable. In 1876, young Fred Harvey opened his first restaurant in Topeka and astounded patrons with tempting dishes excellently cooked and superbly served. Soon Harvey hotels and restaurants followed Santa Fe rails across half a continent. Then came the dining car making train passengers in America the best fed on Earth.

In that same year of 1876, Budweiser came into being and quickly took its rightful place beside the best that cooking skill had to offer. As yesterday, so today, every sip tells you why it is something more than beer—a tradition in hospitality.

# Budweiser

TRADE MARK REG. U. S. PAT. OFF.



ANHEUSER-BUSCH... SAINT LOUIS



REAL NORTH WOODS FLAVOR

...that's **LOG CABIN!**



Some places you'll find Log Cabin back in its familiar tin — other places it's waiting for you in a lovely "Early American" bottle, a copy of an antique Waterford decanter. A Product of General Foods.

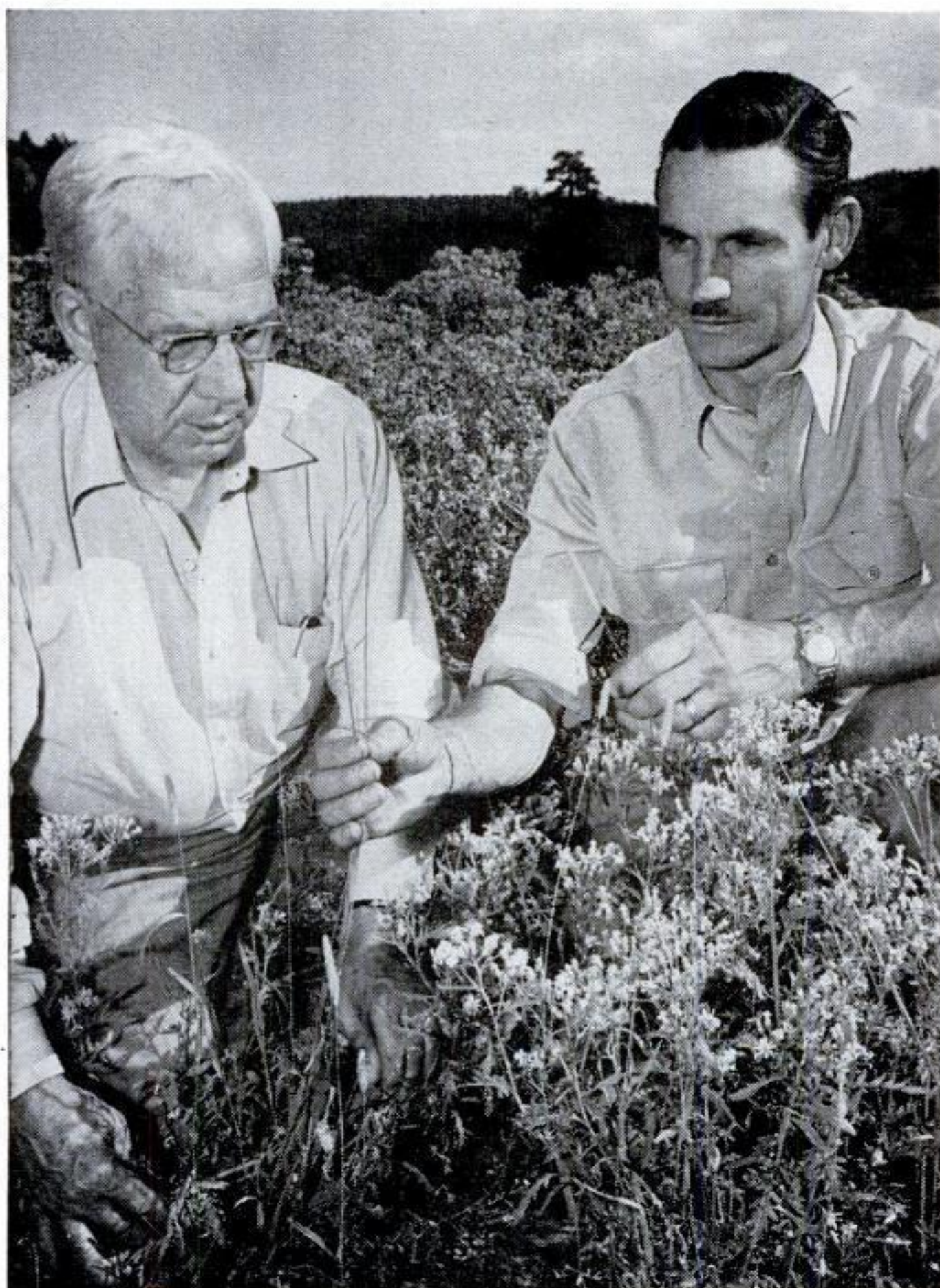


*How about waffles 'n  
Log Cabin this Sunday?*





**SIGNALMAN** mounted on horseback uses a flag to guide pilot in laying down the pellets in 250-foot swaths. The plane can reseed about 100 acres in an hour.



**RESULTS** of reseedling show in timothy grass which has grown among weeds. Examining sprigs are Dr. Adams (*left*) and G. L. McColm, U.S. conservationist.



70 Years of Know-How



The World's Most  
Famous Motor Oil



New Magic Now

1. Keeps your motor cleaner . . . smoother-running
2. Protects against bearing corrosion
3. Gives your motor the famed "Film of Protection"





# Family Portraits

## THEY ILLUSTRATE CHANGING STYLES IN AMERICAN LIFE

### *The Thompson Picnic*

In *Picnic Party near Mount Mansfield, Vermont*, Jerome Thompson painted his family and friends. The man at right may be Edgar Allan Poe or Hawthorne.

One of the big events in a prosperous American home during the last century was the day when a family portrait painter came to call. Every family member, from grandparents to the youngest infant, was combed and dressed in his Sunday best. Tight collars and tight corsets were bravely endured. The family foregathered in the drawing room or parlor where the artist waited with his easel, brushes and tubes of paint spread out like a rainbow. He posed the family in what he considered to be artistic attitudes. Elder members of the household held a central position. Children were optimistically commanded to hold still. At the first sitting the painter, of course, could make only a rough beginning. But having planned his composition, he could pose and paint individuals separately at a later time and fill in the details of costume and furniture at his studio. Part of the value of a family portrait was the background it included, which was always the best room in the house, dusted and polished for the occasion. Later, hung in a place of honor, the portrait became a proud symbol of the family's wealth and respectability, and more important, of its loyalty and love.

The seven paintings on these pages appeared in a show of family portraits hung at the Portraits Inc. gallery in New York City. They constitute a significant record of a change in American social history. The largest family groups occur in the older paintings, like the portraits of the Hatches and the Astors. In recent years the groups have grown much smaller. Families

themselves are getting smaller. They are often scattered all over the country and cannot get together for a group portrait. Moreover, as more and more wealthy families close their houses and retreat to city apartments, there is less wall space on which big portraits can hang. Modern portraits are usually limited to one or two children sometimes grouped around the mother, and there is no emphasis on home backgrounds. There is more emphasis on individual portraiture and far less on the family as a close-knit unit.

With a few exceptions—notably John Singer Sargent—the older painters are not now well known but plied their trade in a businesslike way without much thought of fame. Some were homespun Americans like Jerome Thompson (*below*), who taught himself to paint on Cape Cod, went to Rome to copy old masters, came back home to do rustic groups and some highly popular art which bore titles like *The Brigand's Daughter* and *Chastity*. Some, like the Italian Rossi, painter of the Astors, were imports who enjoyed a temporary vogue because they were able to impart a European elegance to their subjects. One of the best-paid artists was Eastman Johnson, who painted the Hatch family (*opposite, below*) at \$1,000 per head, big or little. Johnson was a slow and artful workman. When he started the portrait there were 14 Hatches. Before he was finished he received a telegram from Mr. Hatch: "Another baby girl born. You have another \$1,000 coming to you." Johnson added the newest Hatch, got his extra \$1,000.





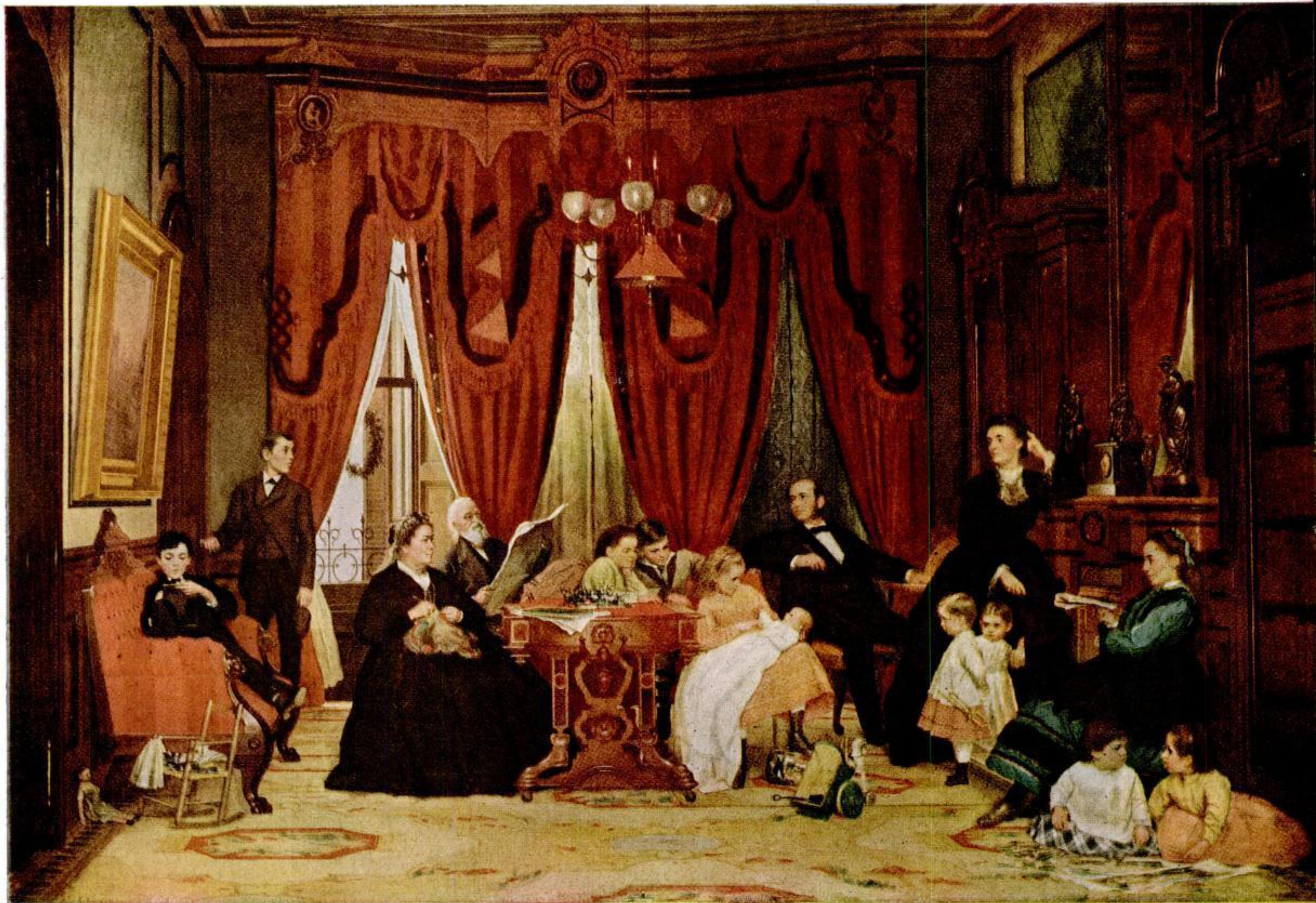
## The Stehli's of Zurich

These five children of a silk tycoon of Zurich, Switzerland were painted in 1874 by Dietler Horne. The boy in black velvet suit, Emil Stehli, came to America and made Stehli a big name in U.S. silk business. The portrait now belongs to his widow, who lives in New York City.



## The Hatches of New York

Three generations of the Hatch family gather in this Victorian library in the home of Alfrederic Hatch (*seated at desk*), president in 1883 and 1884 of New York Stock Exchange. Eastman Johnson painted this in 1871, got \$1,000 a head for every Hatch, including the newborn baby.



CONTINUED ON NEXT PAGE

Copyrighted material





*The Astors of New York*

The family of multimillionaire William Astor was painted by Lucius Rossi about 1870 in the gilt-trimmed salon of their Fifth Avenue mansion, which stood on present site of Empire State Building. From left to right: the eldest daughter, Emily; William





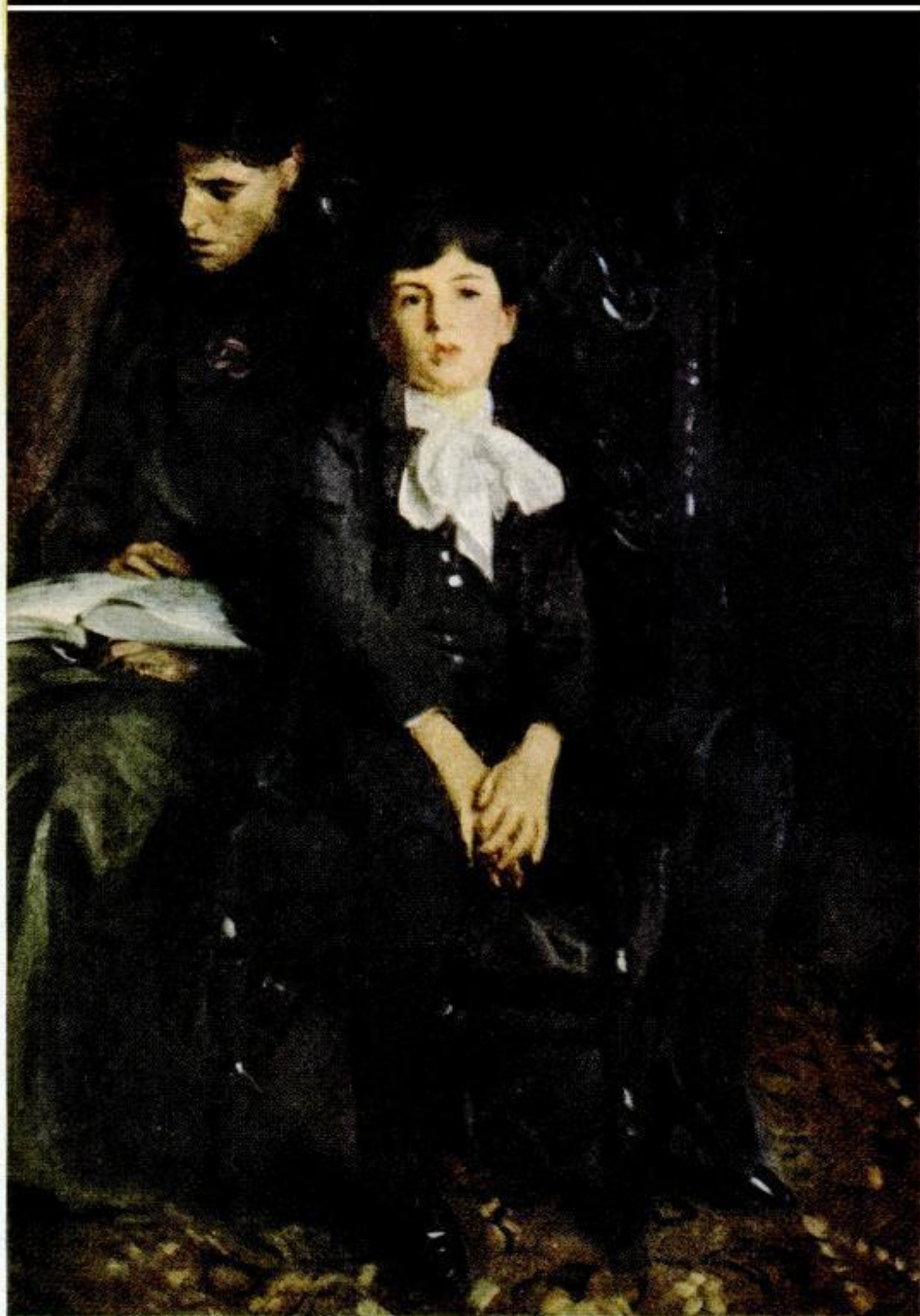
Astor glowering over his newspaper; daughter Helen, who married James Roosevelt Roosevelt, F.D.R.'s elder half-brother; John Jacob Astor, who was lost in the sinking of the *Titanic*; Mrs. William Astor, an arbiter of New York society,

and youngest daughter Caroline, Mrs. Marshall Orme Wilson, the last survivor, who died only last month. One daughter, Charlotte Augusta, was omitted from painting, probably because the family disapproved of her having been divorced.

CONTINUED ON NEXT PAGE



*Family Portraits* CONTINUED

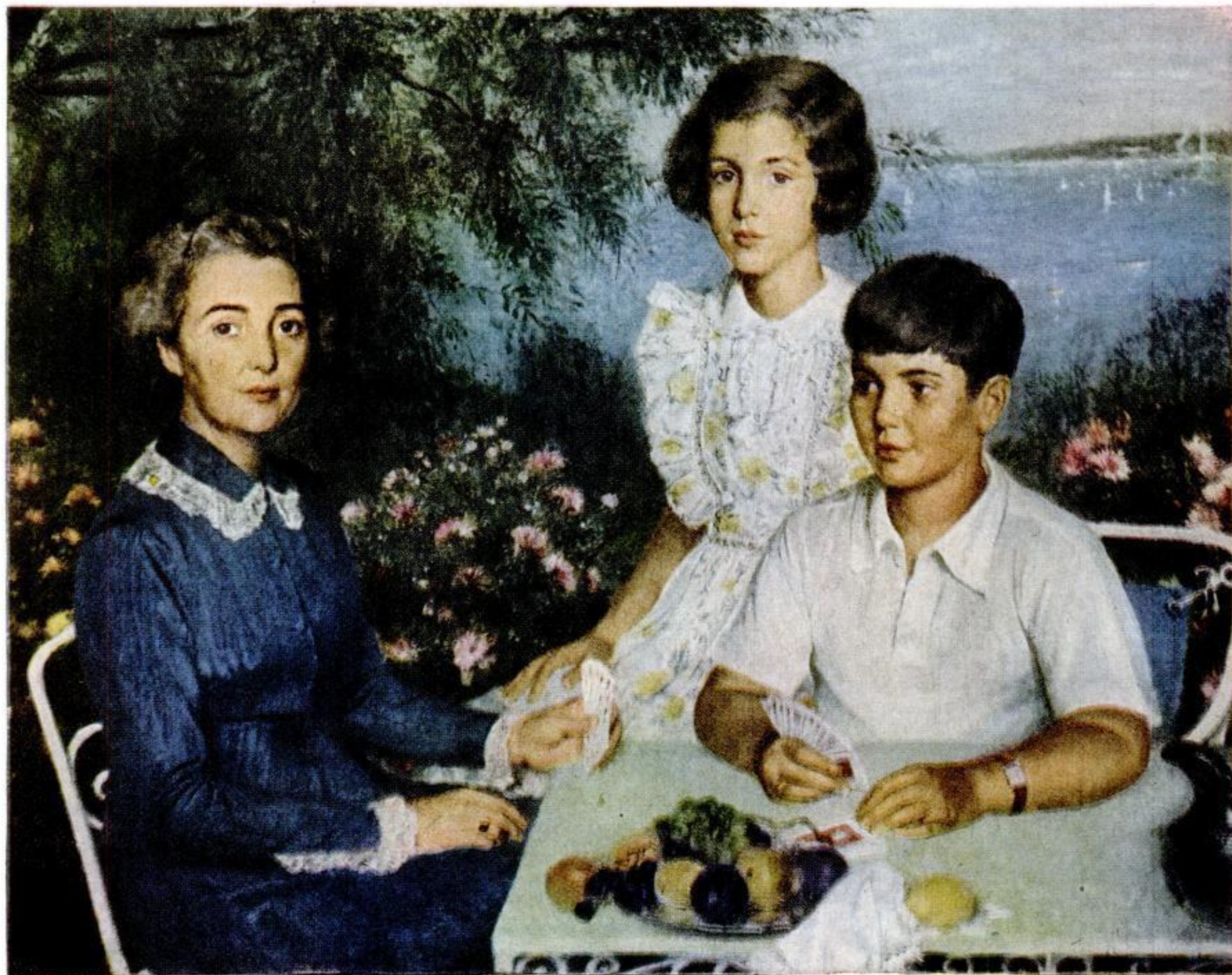


*Mrs. Saint-Gaudens and Son*

Mrs. Augustus Saint-Gaudens, wife of noted U.S. sculptor, sat for this portrait of herself and son in 1890 by John Singer Sargent. To keep young Homer from squirming she had to read aloud. In return for this work, Saint-Gaudens did a bas-relief of Sargent's sister, Violet.

*Mrs. Phipps  
and Grandson*

Mrs. Henry Phipps, wife of a Pittsburgh steel magnate, was painted in 1907 by Sargent. On her knee is her grandson, Winston Guest, now a socialite and international polo star.



*Mrs. Doubleday  
and Children*

Mrs. Nelson Doubleday, wife of the publisher, was painted by John Koch at her Oyster Bay home on Long Island. She plays a game of gin rummy with her son, Nelson Jr., while her daughter, Neltje, looks on.



# "What's beneath their beauty is more exciting still..."

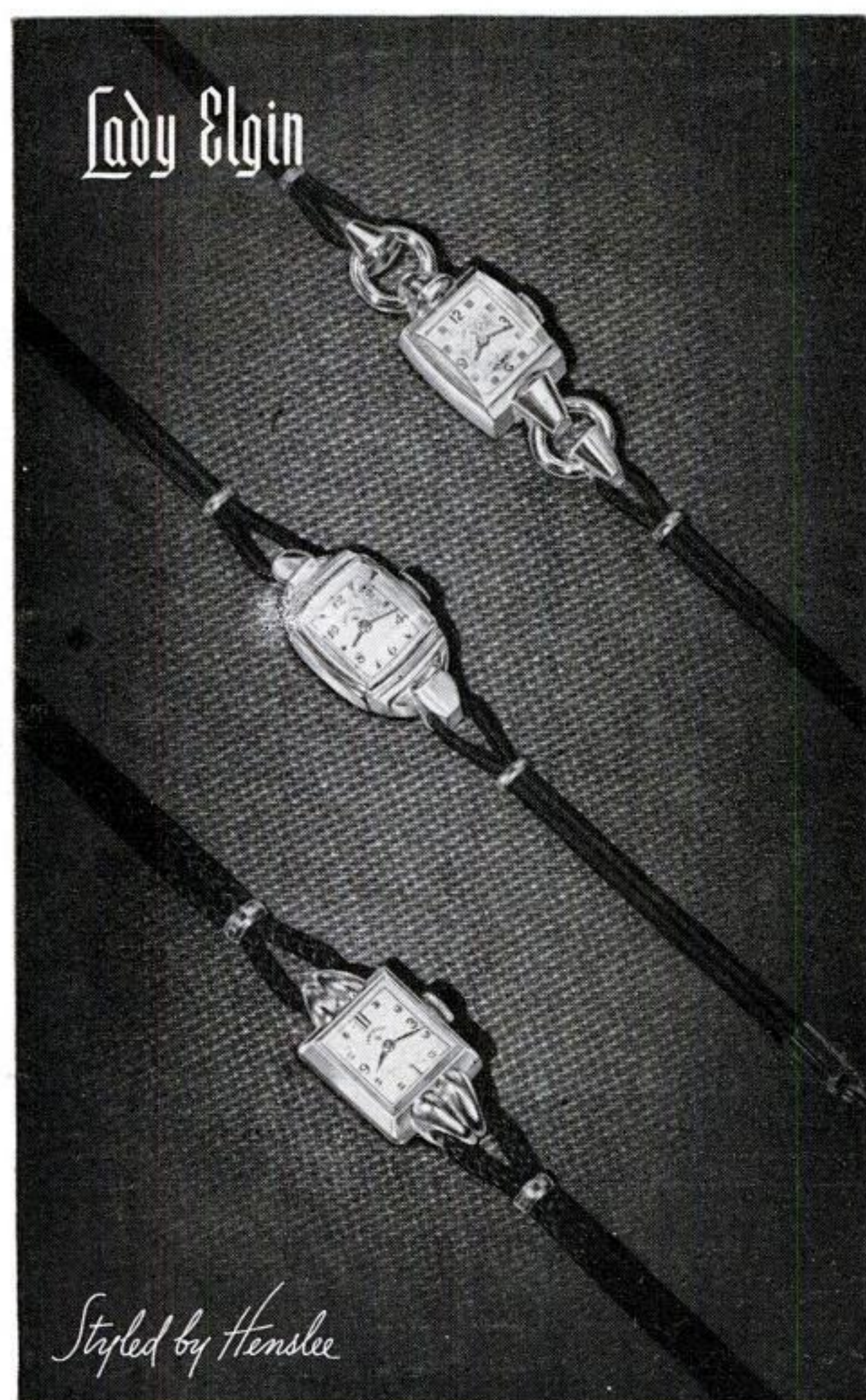
said **ANN DELAFIELD**

when told the story of the new

**DuraPower Mainspring** in

**ELGIN** Watches

"BEST-DRESSED WOMAN"  
Miss Delafield is the brilliant  
director of the  
DuBarry Success School



THE  
*DuraPower  
Mainspring*  
ELIMINATES 99% OF ALL  
REPAIRS DUE TO STEEL  
MAINSRING FAILURES!



**S**uperbly styled, the new Elgin Watches are exciting to see! Beautiful beyond compare. But there's an *inside* story that impressed Miss Delafield as "more exciting still".

For the first time in any watch—a mainspring that *holds* its original watch-running power for constant accuracy through the years. A mainspring that will *never* rust—and rust is the greatest cause of breakage. The miracle DuraPower Mainspring actually eliminates 99% of all watch repairs due to steel mainspring failures. And you get at no extra cost this latest achievement of America's creative and productive genius.

Make sure of your loved one's *continued* happiness from your gift. Look for the DuraPower symbol "dp" on the dial and choose from the beautiful new Elgin Watches your jeweler is showing. He now has more of them. They're the smartest watches to wear—they're the smartest to buy . . . for Elgin Watch beauty is more than "skin-deep".

Lord and Lady Elgins are priced from \$67.50 to \$5000.00. Elgin De Luxe from \$47.50 to \$65.00. Other Elgins as low as \$29.75. All prices include Federal Tax

\*Made of "Elgiloy" metal. Patent pending

## ELGIN watches

TIMED TO THE STARS!

*The genius of America ★ ★ to wear on your wrist*

Hear Elgin's "2 Hours of Stars" Thanksgiving Day. • NBC Network

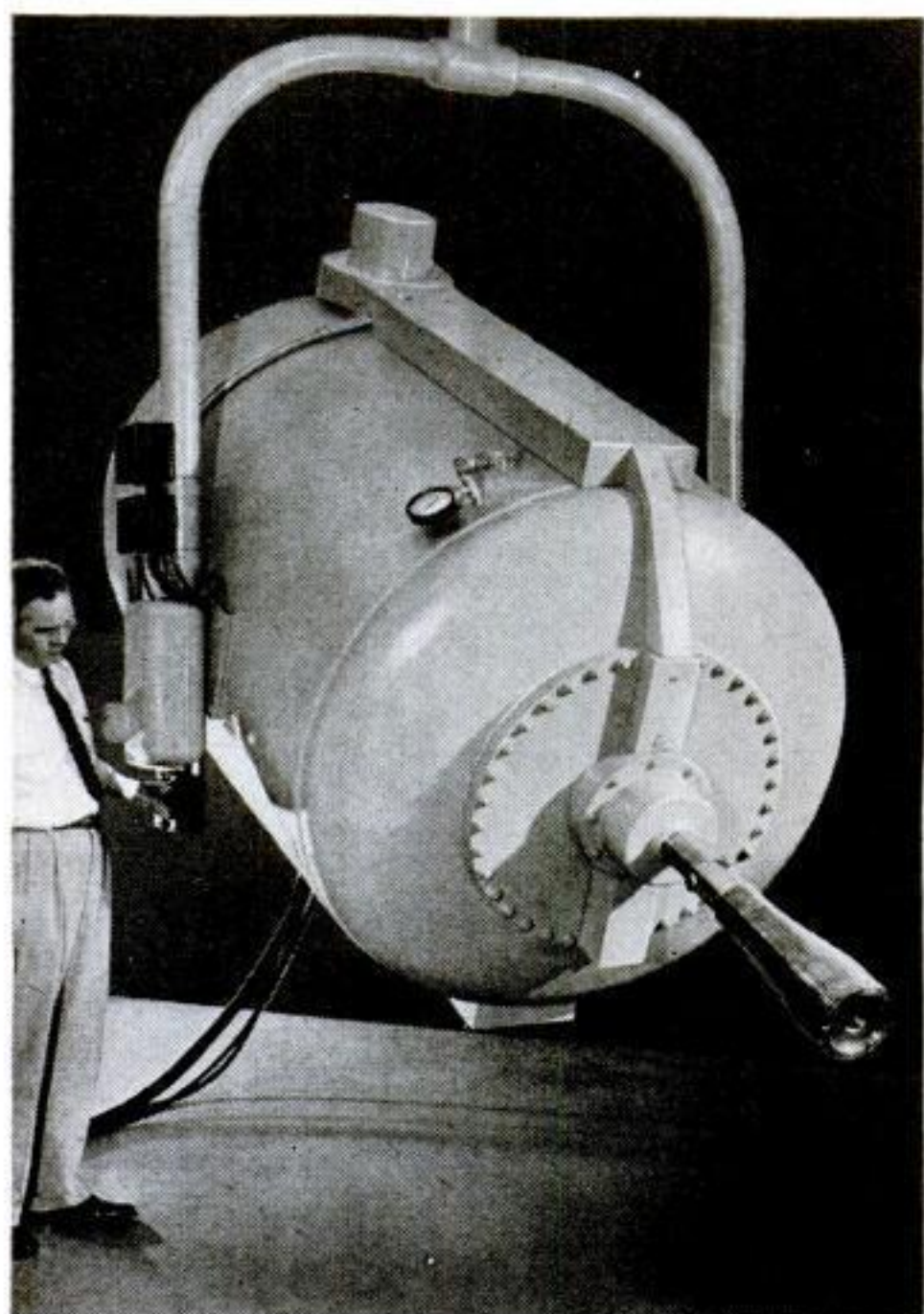




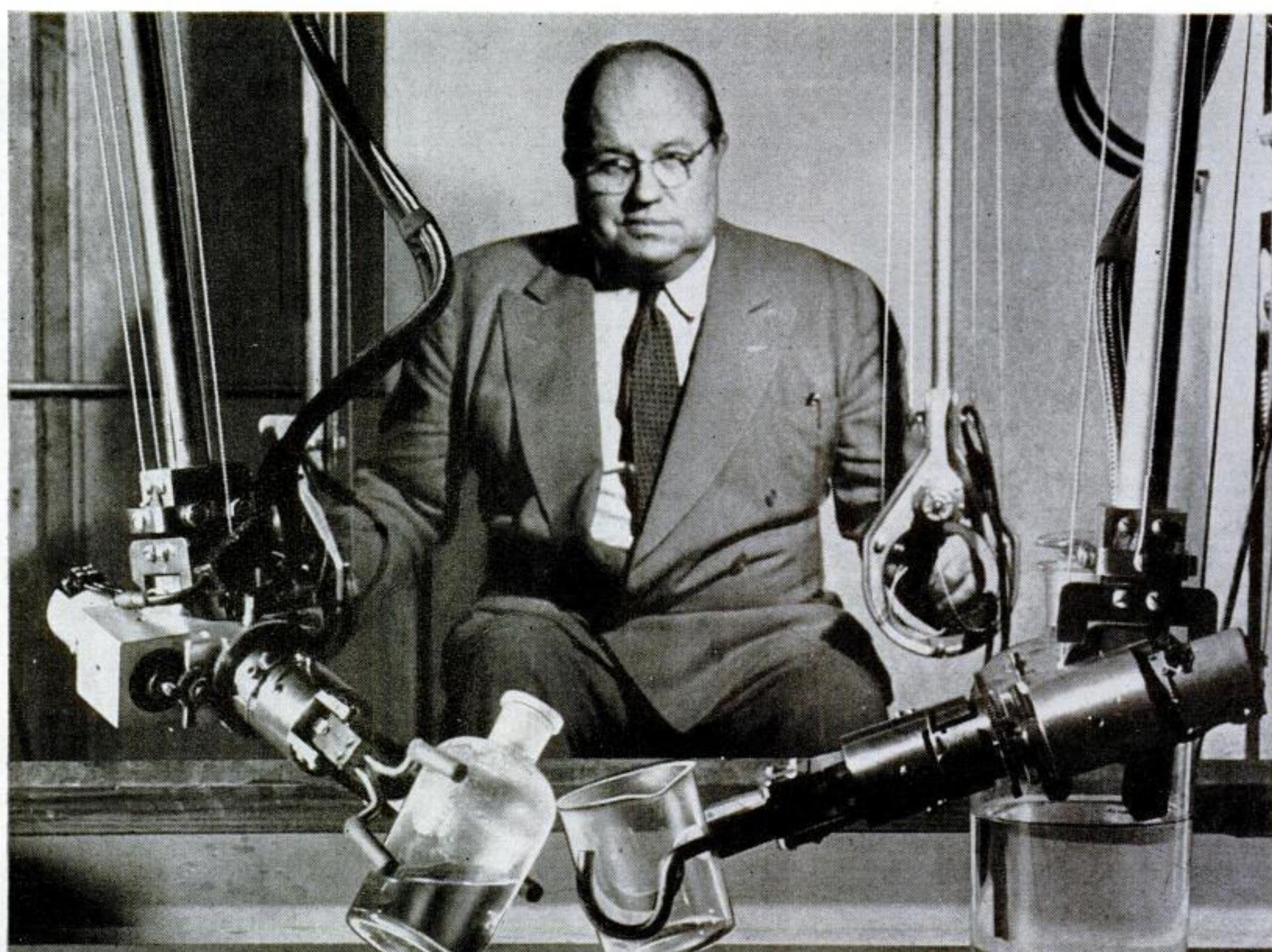
# Our aim is to give you more than you expect



**"Daylight television."** A new television tube developed through General Electric research and engineering gives brighter pictures. You can see without sitting in the dark.



**Giant x-ray . . .** This is a 2-million-volt x-ray unit developed by General Electric for industrial use. G-E scientists and engineers have pioneered x-ray for both industry and medicine.



**Hands for atomic research . . .** Designed to permit safe handling, from a distance, of radioactive materials, these mechanical hands were developed in the course of the General Electric Research Laboratory's work on atomic energy.



**Brighter lamps . . .** General Electric makes over 10,000 different types and sizes of lamps. G-E research and engineering are continuously at work to improve them.

## ...through FUNDAMENTAL RESEARCH

Exploring the unknown at General Electric has led to such startling developments as the first practical x-ray tube . . . fluorescent lighting . . . ways to precipitate rain and snow . . . better ways to light cities, to drive ships and trains . . . and other contributions to the comfort, safety, and well-being of mankind. At General Electric the largest staff of scientists and engineers in industry works to find new facts in such fields as electronics, chemistry, aerodynamics, nuclear physics. You benefit from this research through General Electric products made to serve you faithfully.



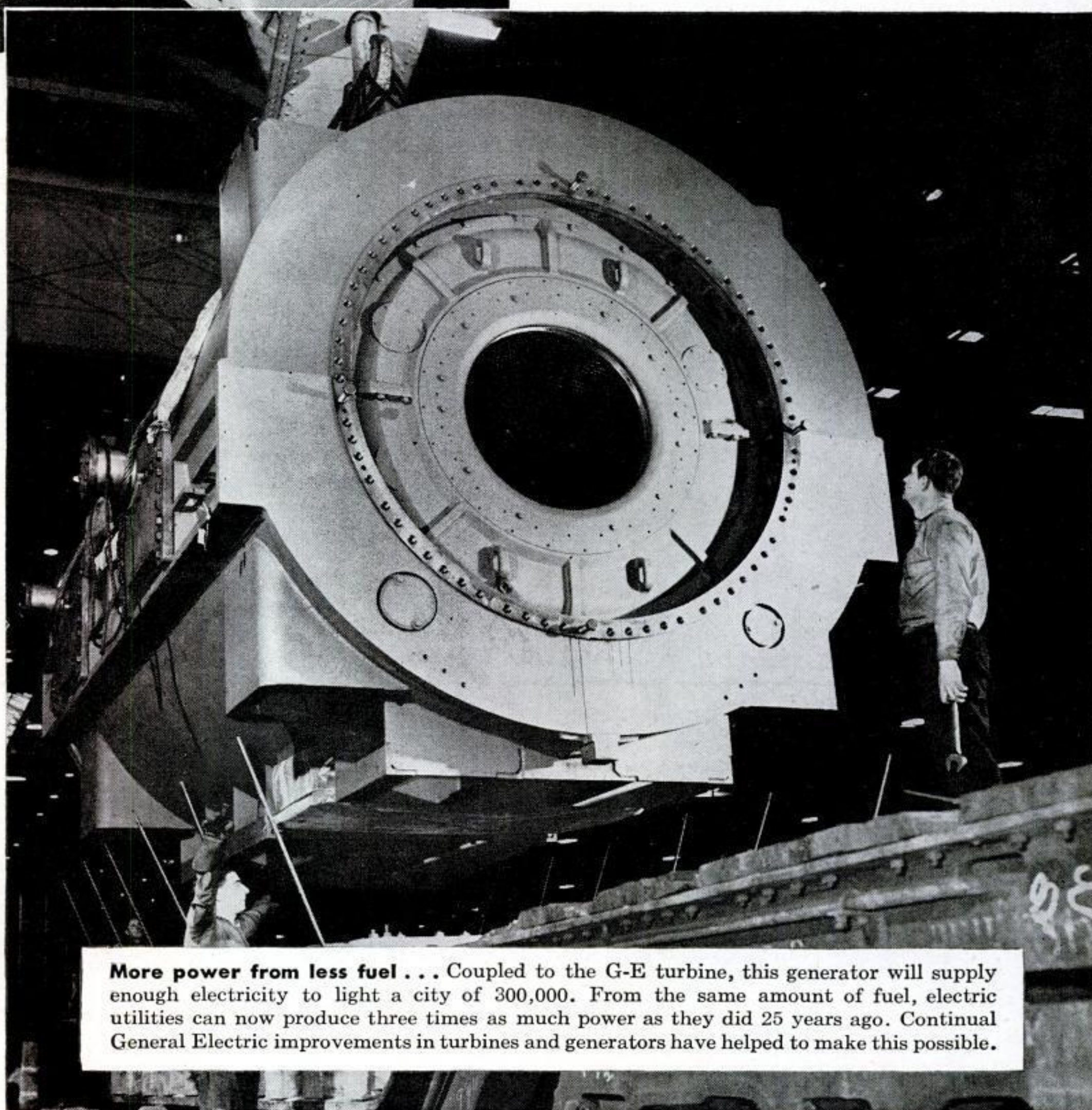


(above, left) **Toast stays warm.** You can set this General Electric Automatic Toaster to pop up your toast the instant it's done. Or hold it warm and waiting until you're ready.

(above, right) **Can do the work of eleven hand irons.** This new G-E Flatplate Ironer offers automatically controlled heat for each type of fabric.



**More food space.** A new and more efficient refrigerating unit and better insulation have reduced the operating cost and added up to one-third more storage space in today's G-E refrigerator.



**More power from less fuel . . .** Coupled to the G-E turbine, this generator will supply enough electricity to light a city of 300,000. From the same amount of fuel, electric utilities can now produce three times as much power as they did 25 years ago. Continual General Electric improvements in turbines and generators have helped to make this possible.

...through

## CREATIVE ENGINEERING

To take the new knowledge springing out of fundamental research and apply it in products that ease the burden of human toil—this is the goal of General Electric engineers. Out of the work of G-E scientists and engineers during the past ten years have come more than 8,000 inventions, over two a day. New ideas, skillfully put to work, have meant products that last longer . . . that deliver more service . . . that operate at less cost. General Electric products are *designed* to give you more than you expect.

CONTINUED ON NEXT PAGE

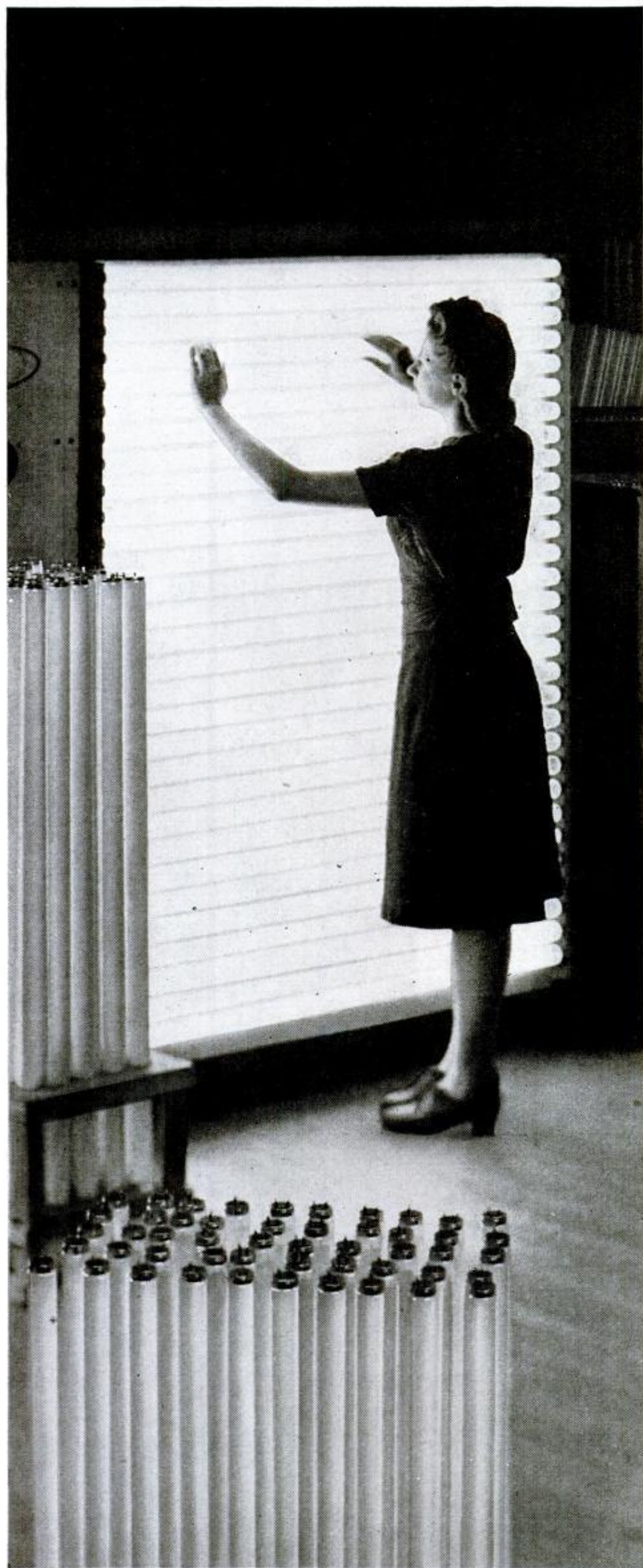
*You can put your confidence in*  
**GENERAL**  **ELECTRIC**



(CONTINUED)



# OUR AIM IS TO GIVE

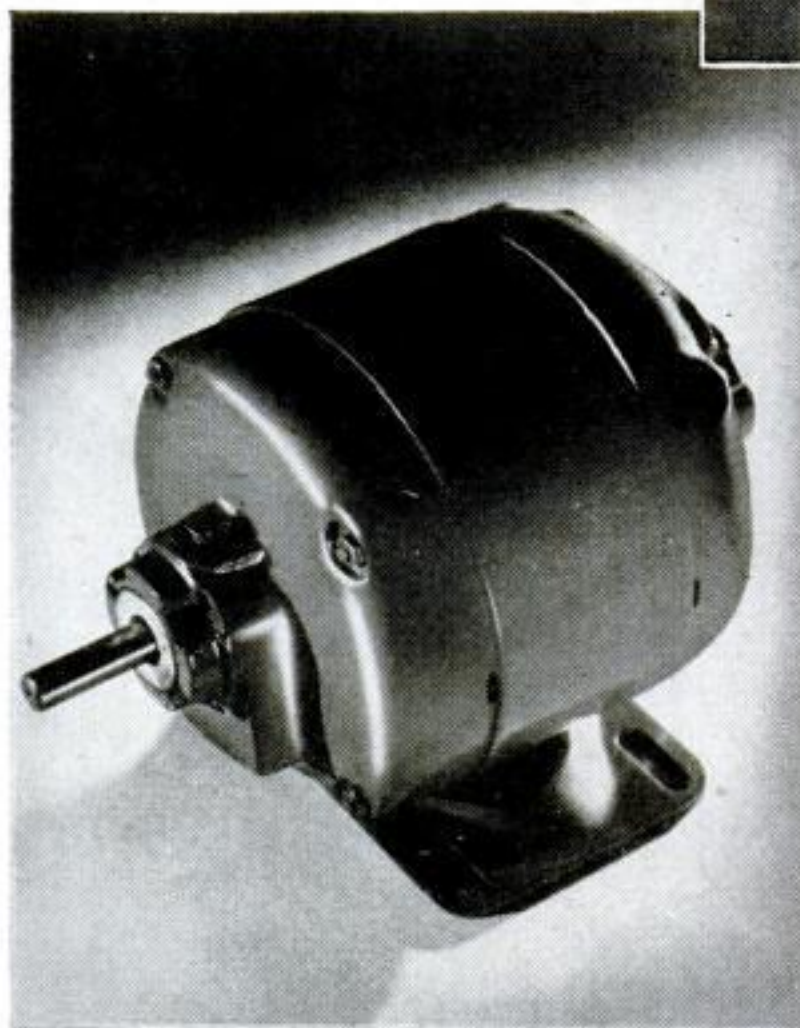


**Over 480 tests** and inspections make sure G-E fluorescent lamps meet the General Electric standard of quality. First introduced by General Electric 10 years ago, fluorescent lamps are being continuously improved to make them better and brighter.



**Warmth without weight.** The Automatic Blanket was introduced by General Electric. It keeps your bed at the temperature you like, regardless of ordinary weather changes outside.

**More than a radio . . .** The clock you see turns on the radio at any time you set. Wake up on time to music, or use it to turn on your favorite program—automatically.



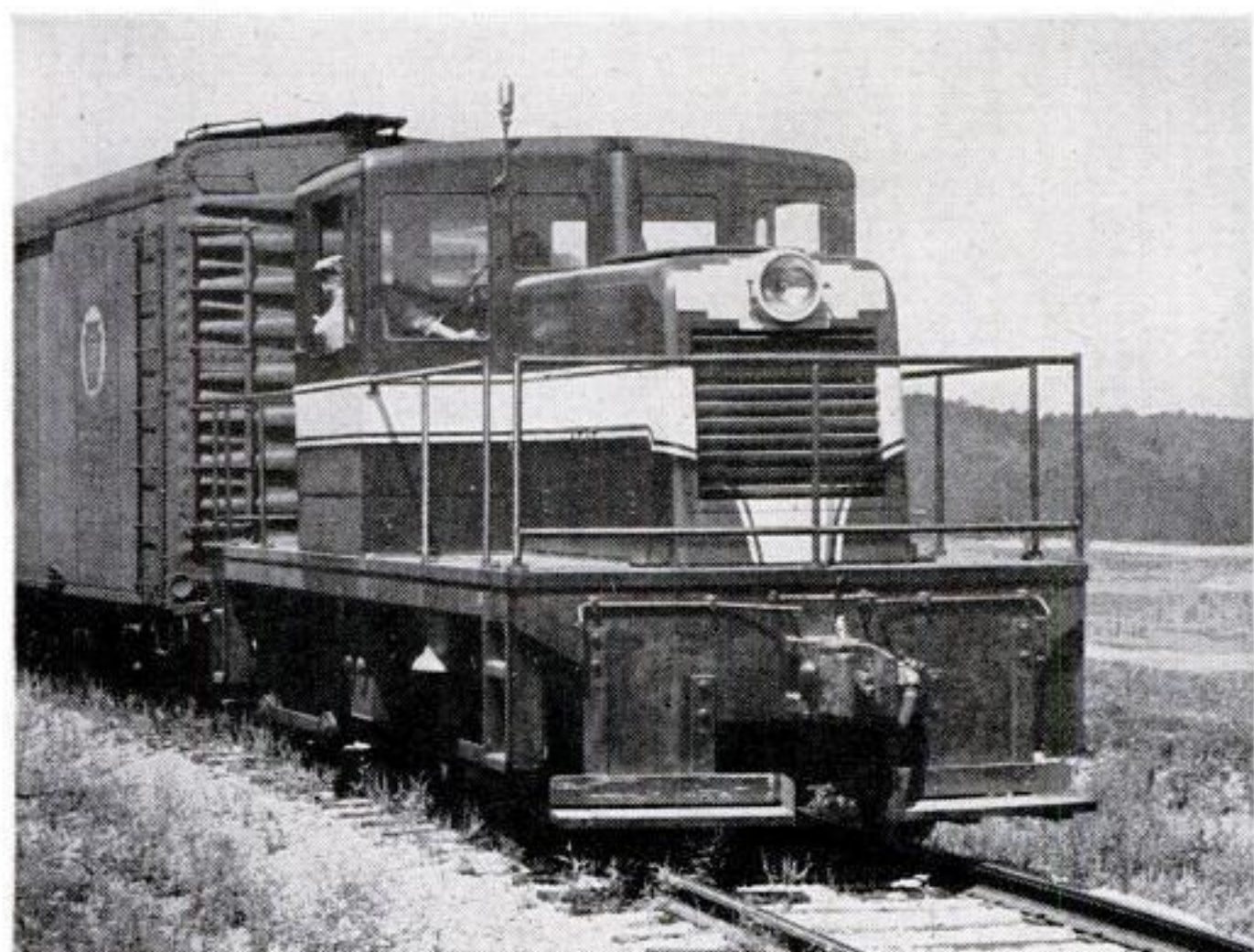
**Higher standards** of performance are required of General Electric motors on test than will ever be demanded of them in normal service.

## ...through PRECISION MANUFACTURING

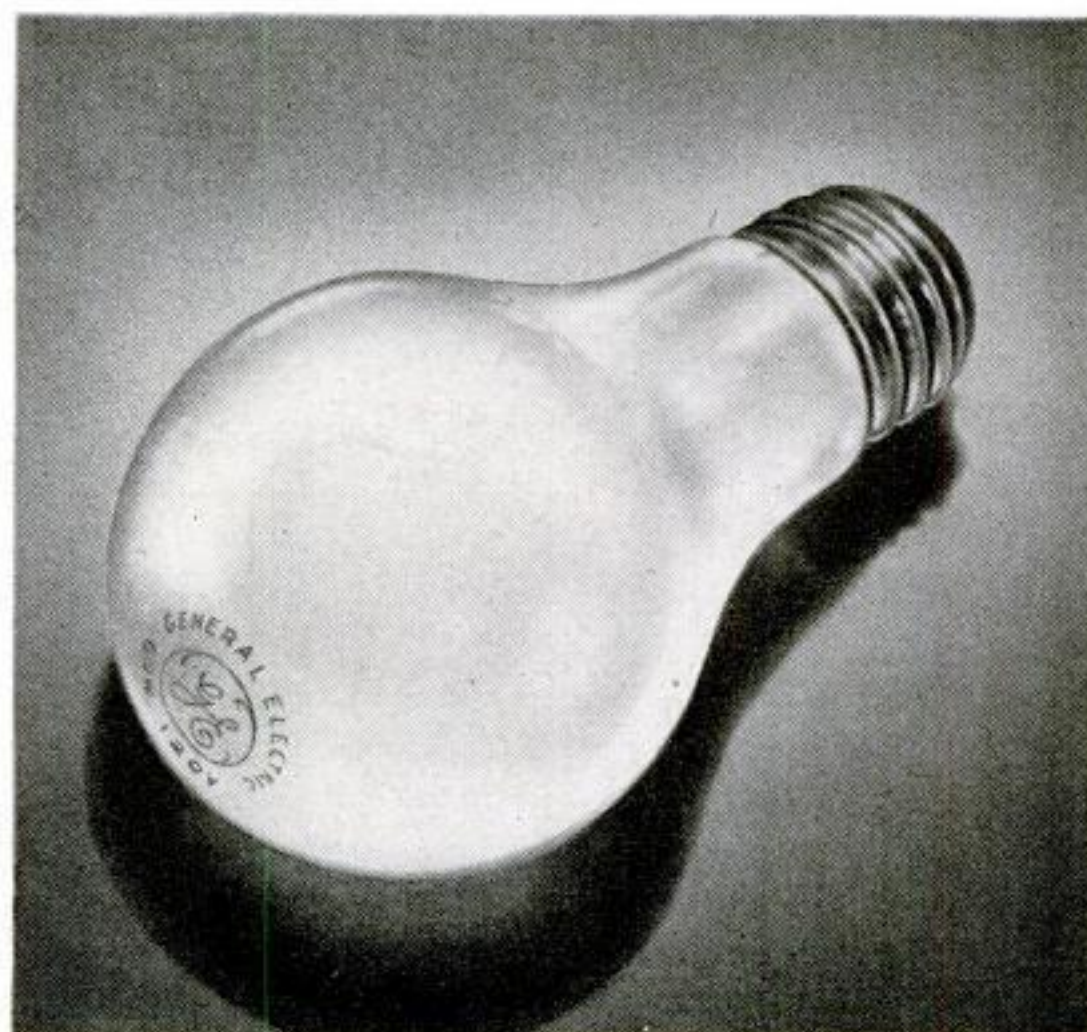
Experienced manufacturing men—backed up by the resources of 12 different laboratories and the skills of hundreds of scientists and engineers—are constantly at work to improve manufacturing methods, increase the quality and reduce the costs of General Electric products . . . To provide skilled workers, General Electric trains as many as 12,000 employees in G-E classes in a single year . . . In such ways, General Electric works toward an increasingly high standard of excellence in its products.



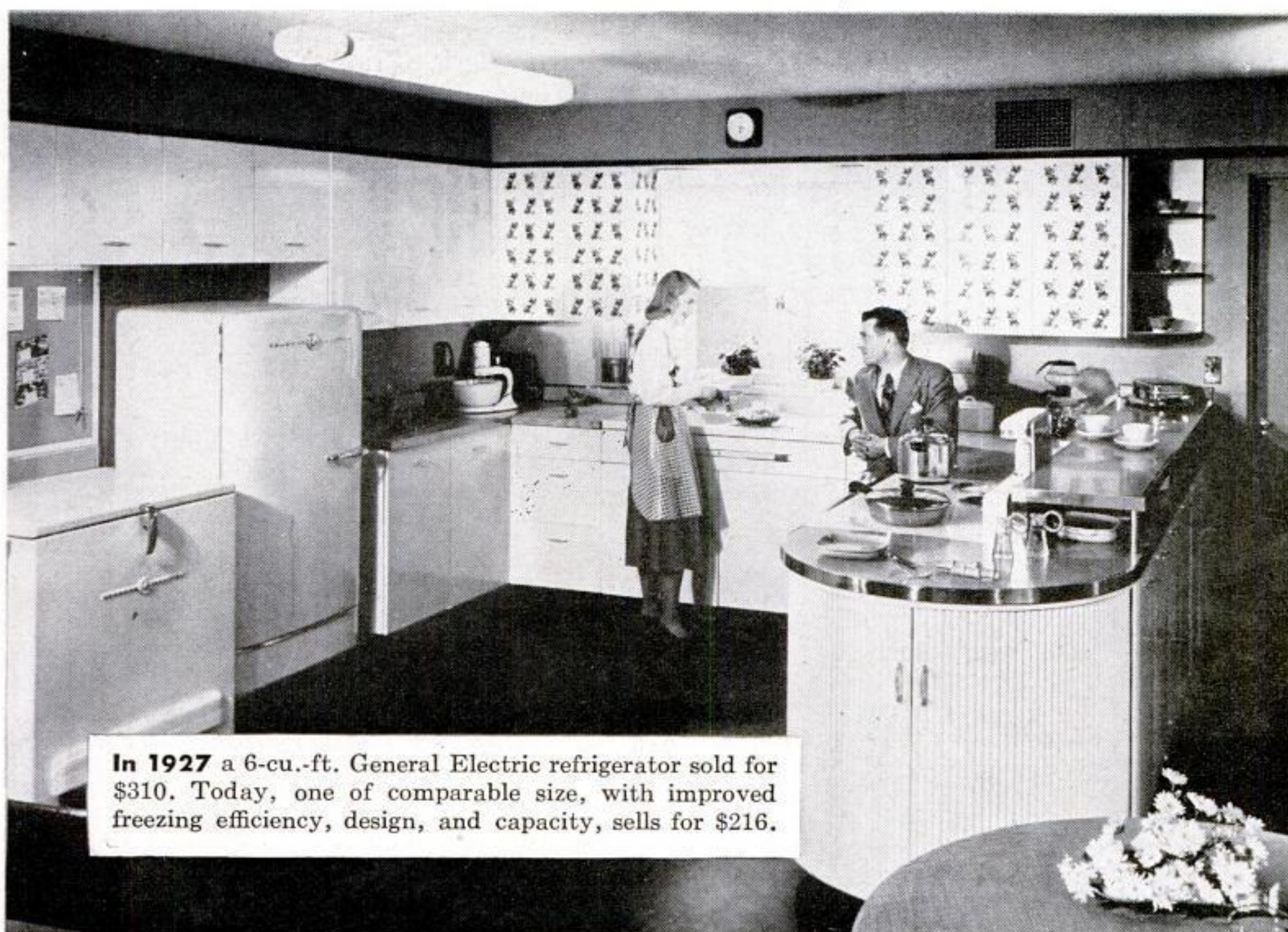
# YOU MORE THAN YOU EXPECT



(left) In 1930 a 65-ton General Electric switching locomotive cost \$65,000. Today's counterpart is more powerful, more efficient, and the selling price is \$53,500.



(right) In 1934 the price of a 60-watt lamp was 20 cents. G-E research, engineering and manufacturing have increased the efficiency and lowered the price. It now costs 12 cents plus tax.



In 1927 a 6-cu.-ft. General Electric refrigerator sold for \$310. Today, one of comparable size, with improved freezing efficiency, design, and capacity, sells for \$216.

## ...through high quality at FAIR PRICES

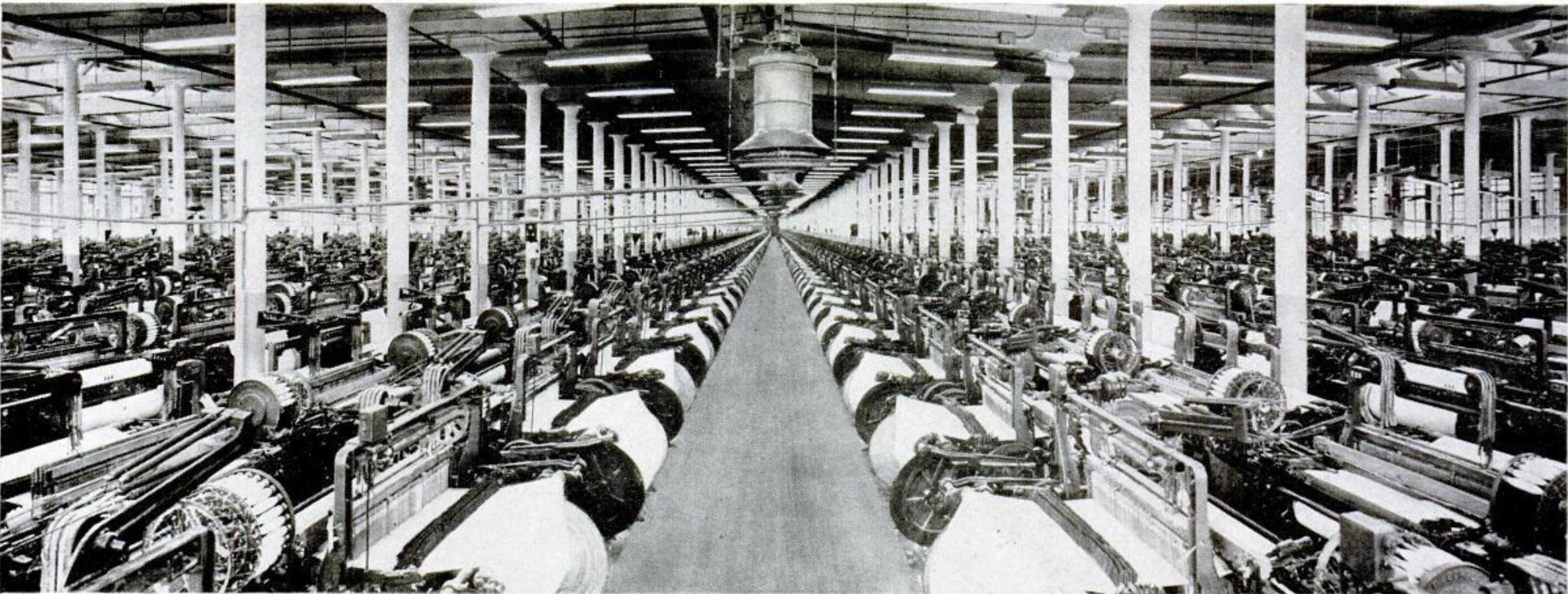
General Electric's prices have gone up less than half as much as the prices of manufactured products generally in the last eight years. (Manufactured products up approximately 100%... G-E products, less than 40%.) In the face of rising costs, this accomplishment is proof that our policy is to keep prices as low as possible. It is also proof that General Electric's fundamental research, creative engineering, and precision manufacturing result in better goods for more people at less cost.



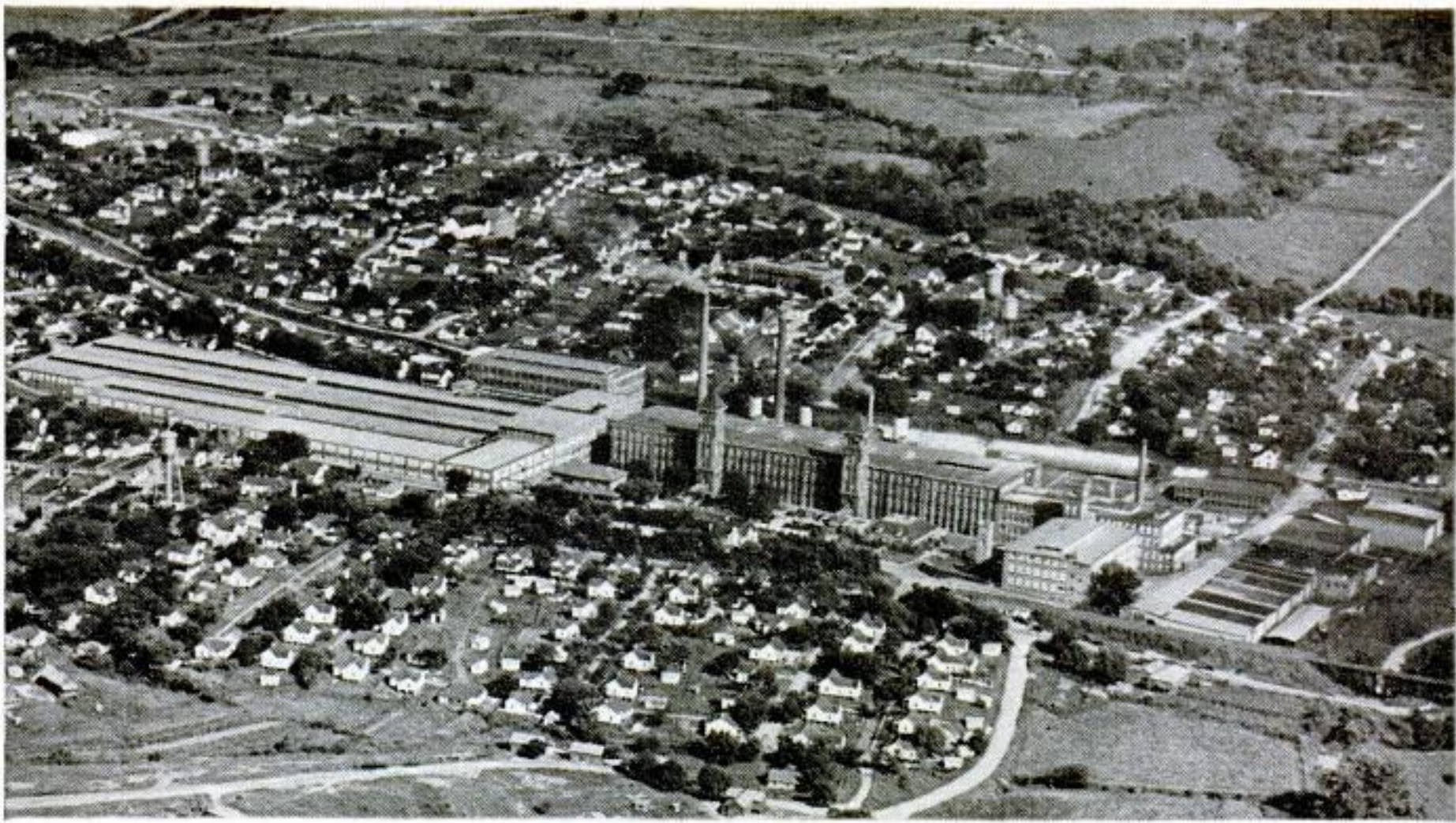
*You can put your confidence in*

**GENERAL**  **ELECTRIC**

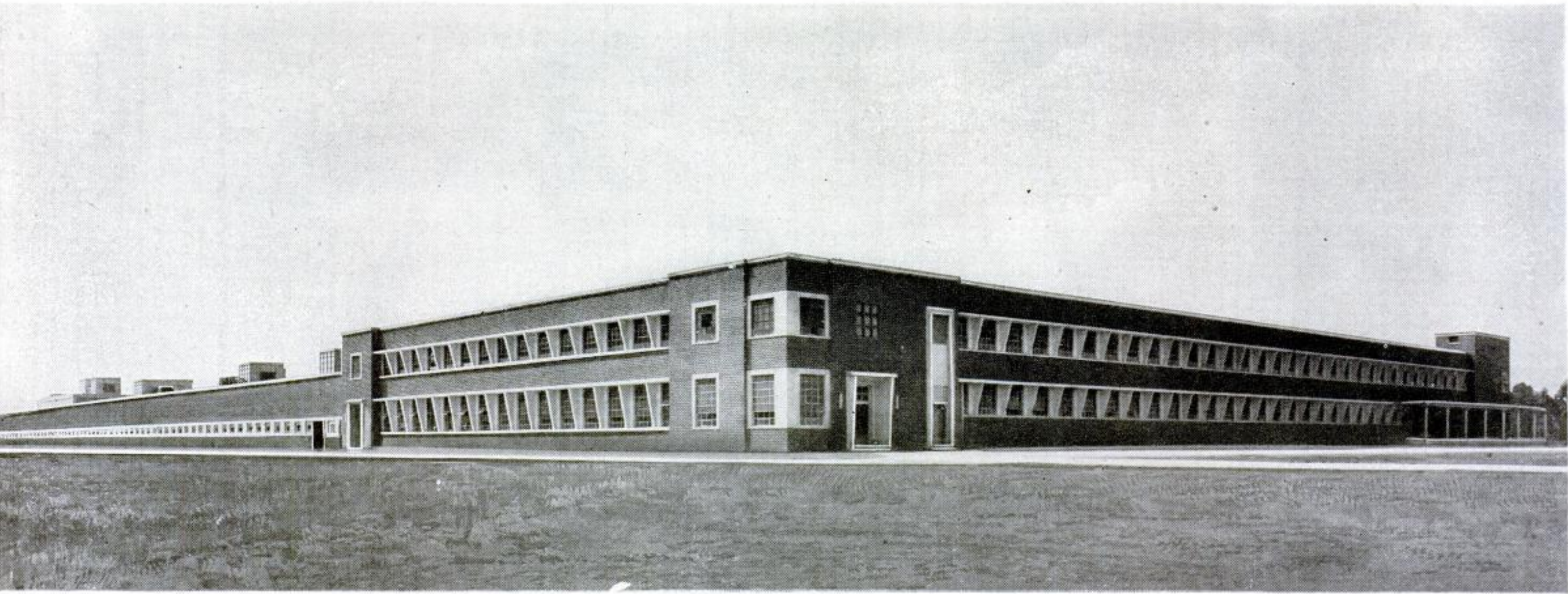




THIS 7,000 LOOM WEAVE ROOM OF THE LANCASTER PLANT IS THE LARGEST IN THE WORLD.



THE LANCASTER PLANT IS THE LARGEST COTTON MILL UNDER ONE ROOF IN THE WORLD.



THE NEW BLEACHERY OF THE SPRINGS COTTON MILLS, NEAR LANCASTER, SOUTH CAROLINA, IS THE MOST MODERN IN THE WORLD.





WITH THE COPACABANA BAND WAILING BEHIND HER, SULTRY LENA HORNE SETS NIGHTCLUBBERS SQUEALING AS SHE SINGS HER PLAINTIVE "I FEEL SO SMOOCHIE"

# LENA HORNE

The girl whom the movies buried  
is season's top nightclub star

For months Manhattan's nightclub owners had held their heads in agony and kept their bankruptcy plans in readiness. Business was horrible. Then Lena Horne, the singer whose beautiful face and wriggly figure have made her the season's top nightclub attraction, moved into the Copacabana. Business boomed to an all-time record: \$60,000 a week. The Copa's managers began humming Lena's hit tune, *Do I love you . . . ? Honey! 'Deed I do.*\*

For Brooklyn-born Miss Horne this furore cli-

maxes a curious kind of "comeback." A sensation as a band singer, she was gobbled up by the movies seven years ago and plunged into a stultifying series of small roles in what she calls "pork-chop-in-the-sky" films. Only once did she have a speaking part. Low ebb came with a Red Skelton film, *I Dood It*, in which she led a choral rendition of *Jericho*. In nightclubs Miss Horne has fought her way out of movie obscurity. Now, still under M-G-M contract, she is ready for Hollywood to rediscover her.

\*PUBLISHED BY LINCOLN MUSIC CORPORATION

CONTINUED ON NEXT PAGE 101





**MEN'S U.S. ROYAL GAITERS.**  
Easy to slip into. KWIK slide fastener. Fleece lined.

**PENGUIN GAYTEES** for women and girls. Fleece lining. Fur cuffs. Black, ginger, red or white.



*Cheers  
for good health*



**RAINPAL GAYTEES**, for women and girls. Sling-back rubbers roll up pocketbook size. Non-slip sole. Brown or black.



**VELVETEEN GAYTEES**, left, for women and girls. Fur around top. KWIK slide fastener. Black or brown.

**RAINTITE**, below, for all the family. Lightweight gaiters with warm fleece lining.



**U.S. Gaytees**  
Fashion Over the Shoe

**UNITED STATES RUBBER COMPANY**  
ROCKEFELLER CENTER, NEW YORK

*Serving Through Science*

Lena Horne CONTINUED

## BROOKLYN IS PROUD OF HER



**AT 9** Lena Horne poses with her uncle, an official in the U.S. Housing Administration, at her Brooklyn home.



**AT 14** Lena (left) is shown with friends at Jones Beach, N.Y. She got her start two years later in Cotton Club chorus.



**IN MOVIES** Miss Horne invariably is shown in a revue sequence which has no relation to the main part of the picture and therefore can be cut out in Southern theaters. Here she sings and dances in *Stormy Weather* with Bill Robinson.



**"LENA HORNE DAY"** was proclaimed by Brooklyn civic groups last year. A motorcade took Lena from Borough Hall to the house where she was born. She waved so much and shook so many hands she needed a masseuse afterwards.

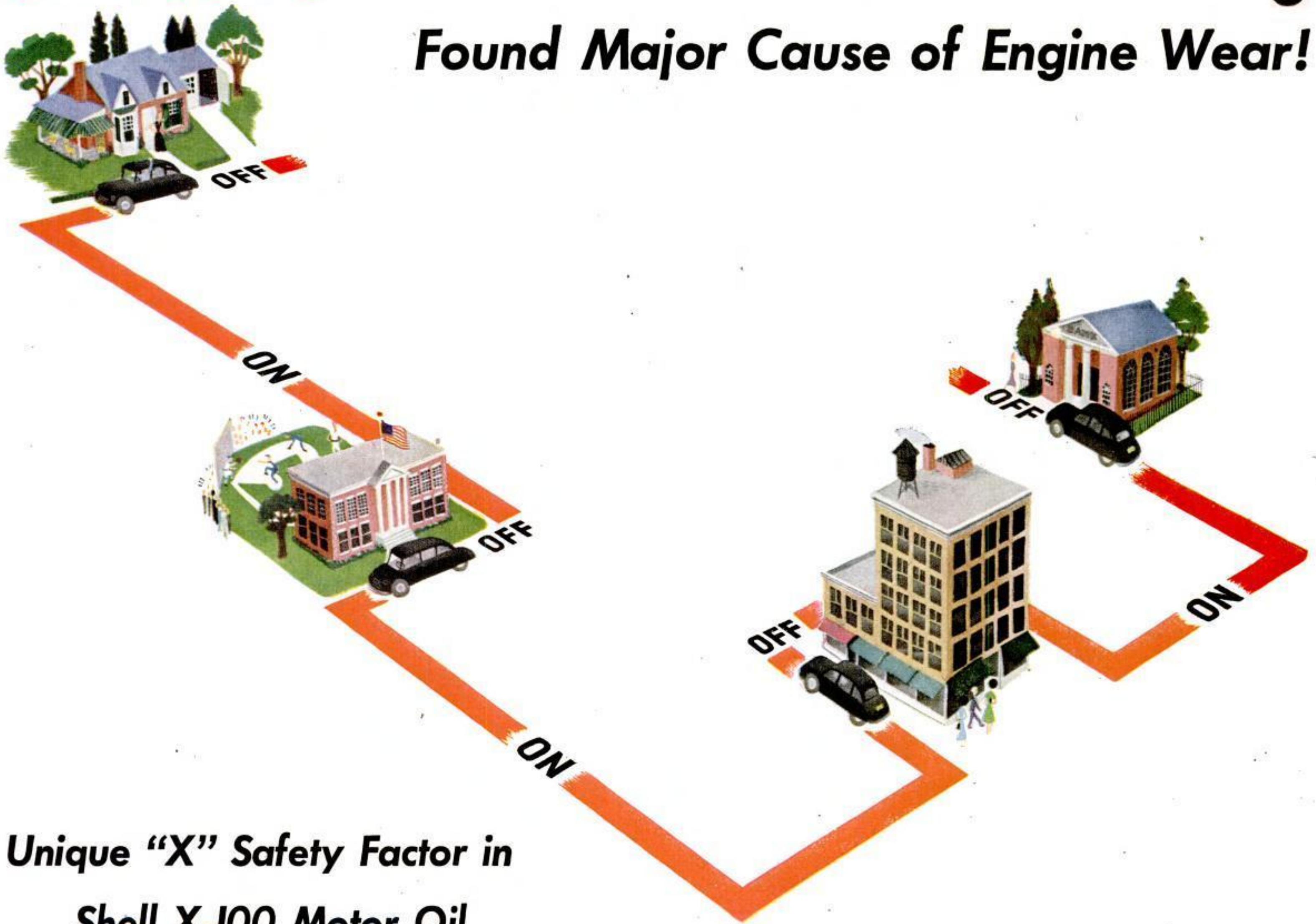


**BACKSTAGE DINNER** finds Miss Horne, who is 30, with her children, Teddy, 8 and Gail, 10. Gail, who is studying ballet, goes to school in New York. Teddy lives with father, a publicity man whom Miss Horne divorced in 1942.



# **Acid Action** from "On and Off" driving

## **Found Major Cause of Engine Wear!**



### **Unique "X" Safety Factor in Shell X-100 Motor Oil Counteracts Acid Action**

**It's not friction, as generally assumed,  
that causes the most engine wear!**

**It's Acid Action — chemical etching  
of engine parts that takes place in  
the low operating temperatures of  
today's "On and Off" driving!**

In your short trips about town, to school, to the office, the bank — your engine is intermittently "On and Off"...runs for brief periods of time only. Hence it seldom warms-up to efficient operating temperatures. It runs "cold." In these short "On" periods, combustion may be incomplete and partially burned fuel gases and moisture attack the smoothly polished metal surfaces *chemically*. It's this biting Acid Action that accounts for up to 90% of your engine's wear!

Shell Research worked all out on this problem . . . developed a unique "X"

safety factor to combat Acid Action. Now, 2½ million miles of road testing have proved conclusively that with this "X" safety factor Acid Action is effectively counteracted — engine life is prolonged.

This triumph of Shell Research — another Shell "first" — comes to you only in Shell X-100 Motor Oil. This oil, long famous for its ability to protect your engine under the stresses of sustained high speeds and extreme driving conditions, now has this added protection for every mile you drive. It is unequalled by any other motor oil, no matter its price.

**Let your Shell Dealer drain, flush  
and refill your crankcase with Shell  
X-100 Motor Oil today.**

***It's Incomparable!***





*For the pleasure of the party*



**KENTUCKY  
TAVERN**

Serve Kentucky Tavern and your party will be voted the most likely to succeed. For Kentucky Tavern has been elected *The Aristocrat of Bonds* for three generations...the finest of all fine whiskies. Glenmore Distilleries Company, Louisville, Kentucky

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

© 1948 G. D. CO.



# HOW LIVABLE IS A MODERN HOUSE?



**STENSRUD FAMILY** consists of Susan, 7; Rockwell Sr.; Rockwell Jr., 4; and wife Janet, who is 36.



**WALKER "IDEA HOUSE"** IS BUILT OF REDWOOD SIDING AND CONCRETE BLOCK. STENSRUDS APPROVED ITS THREE-LEVEL PLAN, NOT ITS OPEN CAR PORT (LEFT)

## TO FIND OUT, A FAMILY TRIES ONE FOR A WEEK

Modern architecture makes handsome movie sets, offices, hotel lobbies and photographs, but how is it for year-round family living? To provide an empirical answer to this question—one which more and more Americans will face as the home-building situation eases—LIFE arranged for an average U.S. family, living in an average home, to move for a week into a house of ultramodern design.

The house selected was the carefully planned and completely equipped \$21,000 "Idea House" (above), built by the Walker Art Center in Minneapolis as part of its program to encourage and exhibit the arts which contribute to good living. The family which moved into it were Rockwell Stensrud, a 43-year-old insurance salesman, his wife and their two children (top right) who own

and live in a conventional \$12,000 stucco house on Minneapolis' middle-class Sheridan Avenue (right).

During their stay the Stensruds decided that some of the Idea House's ideas were less than satisfactory (next page) and when they returned to their own home some of its homely and old-fashioned features seemed welcome. But the overall effect of the modern house on them was one of sudden awakening to the beauty, joy and convenience of modern planning. They liked about 75% of what they saw and went home with two new attitudes: 1) a determination to incorporate many modern features in the house they may build some day and 2) growing dissatisfaction with the boxy rooms, small windows and unimaginative planning of traditional design.



**STENSRUDS' OWN HOME** is a 30-year-old house of yellow stucco which is unsuited to its sloping site.





### THE CHILDREN THOUGHT IT WAS SWELL

To the active Stensrud children the Idea House offered breathless adventure. Their quarters (*left*) consisted of a big-windowed playroom furnished with junior-size plywood tables and chairs, lights at appropriate heights and a phonograph. Two small adjoining alcoves, which could be closed off from the playroom by partitions, provided sleeping space. At home the youngsters have separate rooms (Susan's, *above*) but no real playroom. Susan regretted that her Idea House alcove was too small for a guest bed (she likes to have her friends stay overnight occasionally) or for play with other girls. Her mother agreed but greatly admired the built-in drawers and shelves and special closet for toys (Rocky Jr. has to keep his toys in a trunk at home). She also liked the easily cleaned rubber-tile floor and the crayonproof table tops. The children did not confine their admiration or their play to their own quarters. They found that the whole house had great possibilities (*p. 108*).



### THE SPACIOUS PORCH WAS WONDERFUL

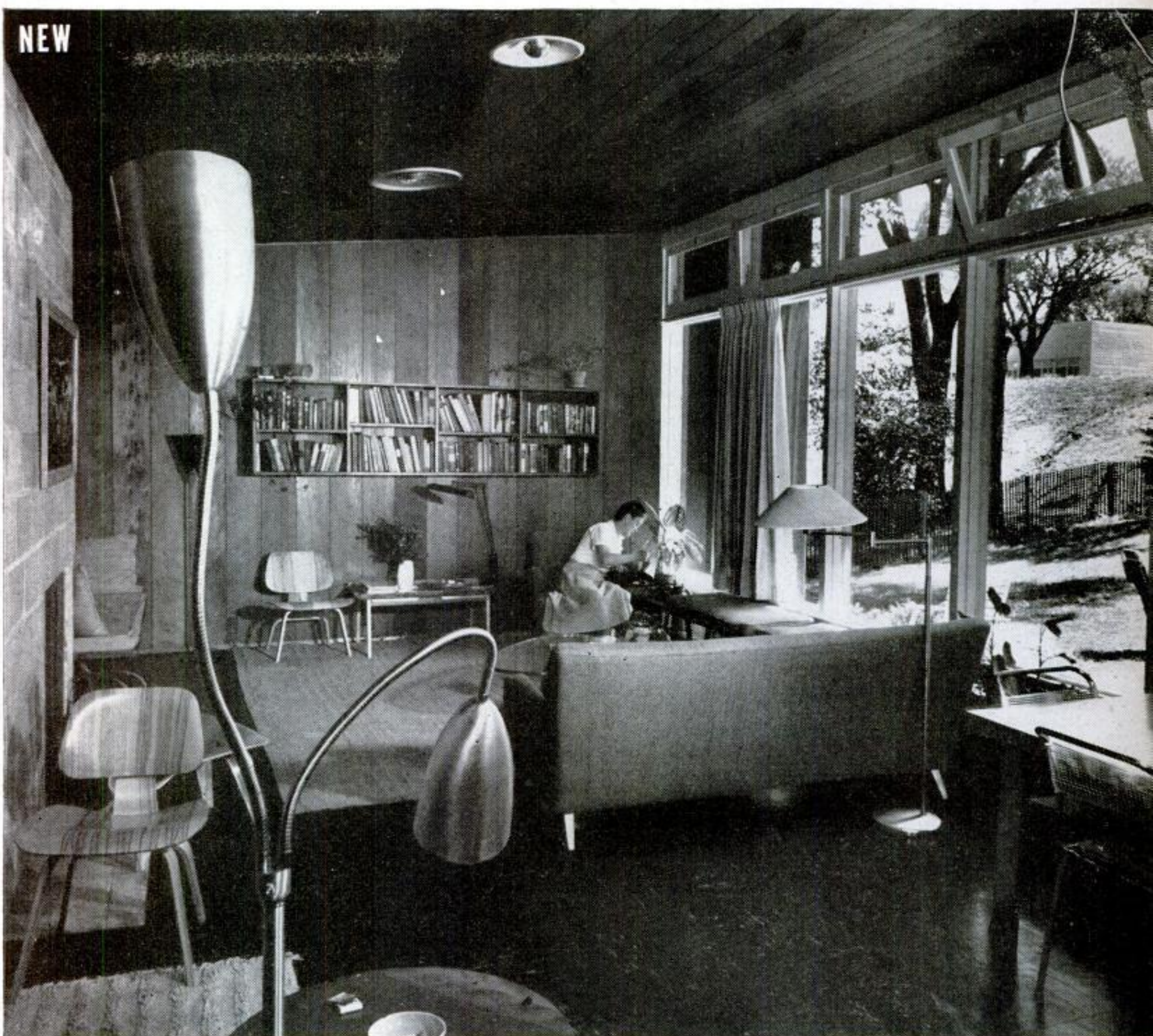
Although they objected to the Idea House's car port on the grounds that it was too open for Minnesota winters, the Stensruds regarded the big, airy porch as absolutely perfect. Rocky Sr. admired its easily repairable plastic screening, while Janet cried excitedly, "It's heavenly—and it's so good to eat outside!" At home the Stensruds also have a porch, but it is on the front of the house, exposed to passers-by and traffic noise. While the children occasionally eat there (*above*), the grown-ups never do. The new porch, furnished for lounging or dining and looking out on pleasant landscaping, proved a mind-opening experience. It showed them how outdoors and indoors can be merged to give a sense of spaciousness. It was one of the elements in the Idea House's open, relatively wall-less plan which made the Stensruds, upon returning to their home, look around and remark, "You feel so enclosed—shut in." Right away they decided to build the rear porch on their house which they had long planned and had never started.





## LIVING ROOM HAD GOOD AND BAD POINTS

"Everything seems kind of off-center," said Janet Stensrud on her first inspection of the Idea House's living room. It also looked colorless and naked to a family accustomed to the symmetry of traditional decoration and furniture (*above*). The abstractionist paintings also bothered them. But, "That window—terrific!" said Rockwell Stensrud, who likes to watch weather changes. "You watch it rain outside and in here it's dramatic, yet cozy." They also discovered that while the living room was not especially big, it would hold a party of 20 people comfortably whereas at home eight is the limit. Some minor things they did not approve—the "writhing monster" lamp (*left foreground*), the barren floors (Janet preferred her own rugs), the unpainted fireplace, the curious windowlike opening between the bedroom upstairs and living room below (*p. 108*), which they felt reduced bedroom privacy. "But," stated Rocky Sr., "it still all makes a lot of sense."



## EVERYBODY LOVED THE BREAKFAST BAR

In the Idea House's indoor dining arrangements Janet Stensrud missed her own dining room's wallpaper, its Godey prints and frilly curtains, and she confessed to a sentimental weakness for big, square, white kitchens in contrast to the Idea House's narrow galley type. But she found the entire house enormously simpler to keep clean and dusted, and was wildly enthusiastic about the many labor savers in the kitchen: the garbage-disposal unit, dishwasher and dust chute in the floor into which dust is swept, not to mention a drawer for silver which can be easily opened from either side of the breakfast bar. The whole family approved the breakfast bar which connects living room and kitchen (*right*). To the children it was a drugstore counter, to Rocky Sr. a fine place for a cocktail, to Janet a superb convenience for breakfast and when entertaining. She found too that while it could be screened off, she never used the screen because at last she could watch what went on in the rest of the house while working in the kitchen.







## One of the good things of life

If you've never settled down to a breakfast of Jones Sausage on a crisp fall morning, then you're missing one of life's good things. There's no sausage like Jones Sausage. Choice cuts of fresh pork are blended with pure spices according to a recipe that has been in the Jones family over 100 years. It has a flavor and goodness all its own! May we invite you to a Jones breakfast this Sunday? Just ask your dealer for Jones Dairy Farm Sausage.

On sale at better dealers everywhere.

**JONES DAIRY FARM, FT. ATKINSON, WIS.**  
*Mary P. Jones, President*

Idea House CONTINUED

## EVERY ROOM WAS A PLAY ROOM



ROCKY JR. USED CHILDREN'S CHAIRS TO "MAKE A TRAIN I CAN SLEEP ON"



BIG GLASS-TOPPED COFFEE TABLE IN THE LIVING ROOM BECAME A LAKE



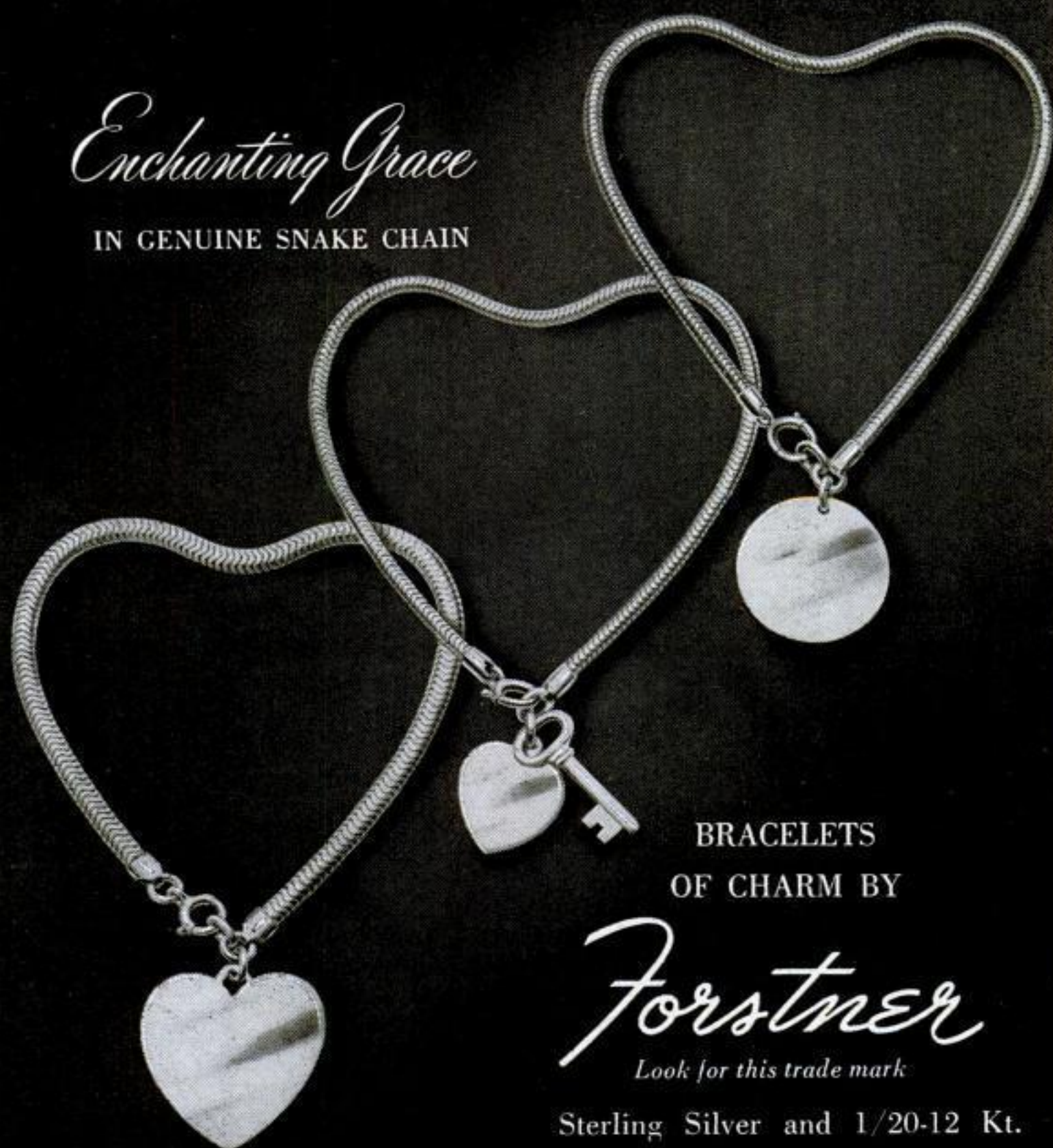
FIREMAN WAS PLAYED IN OPENING BETWEEN BEDROOM AND LIVING ROOM



SUSAN DISCOVERED THAT MODERN "BARWA" CHAIR MAKES A FINE ROCKER

*Enchanting Grace*

IN GENUINE SNAKE CHAIN



BRACELETS  
OF CHARM BY

*Forstner*  
 Look for this trade mark

Sterling Silver and 1/20-12 Kt.  
 Gold Filled. Priced from \$4.50,  
 plus tax. Attractively boxed. Also  
 available in 10 Kt. and 14 Kt. Gold.

At better stores everywhere.

FORSTNER CHAIN CORPORATION,  
 IRVINGTON 11, NEW JERSEY





The jolly Red Cap is a constant reminder for all to enjoy Carling's.

### Why go through life half pleased?

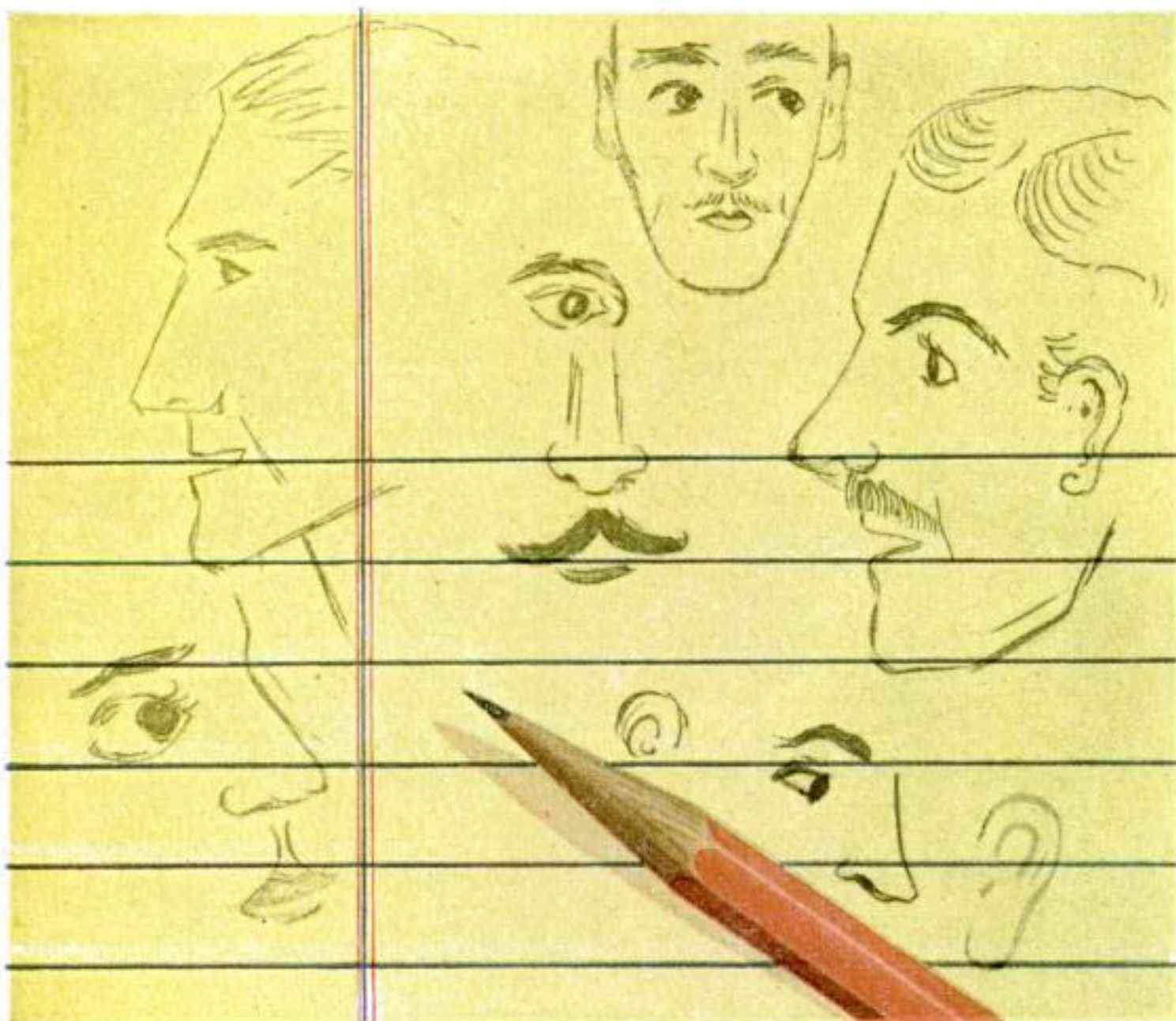
Too many people say all malt beverages are pretty much alike.

That means they have never been introduced to Carling's Red Cap Ale.

It's light, but with a real *zing* to the taste.

Why be half pleased when Carling's can give you full refreshment pleasure?

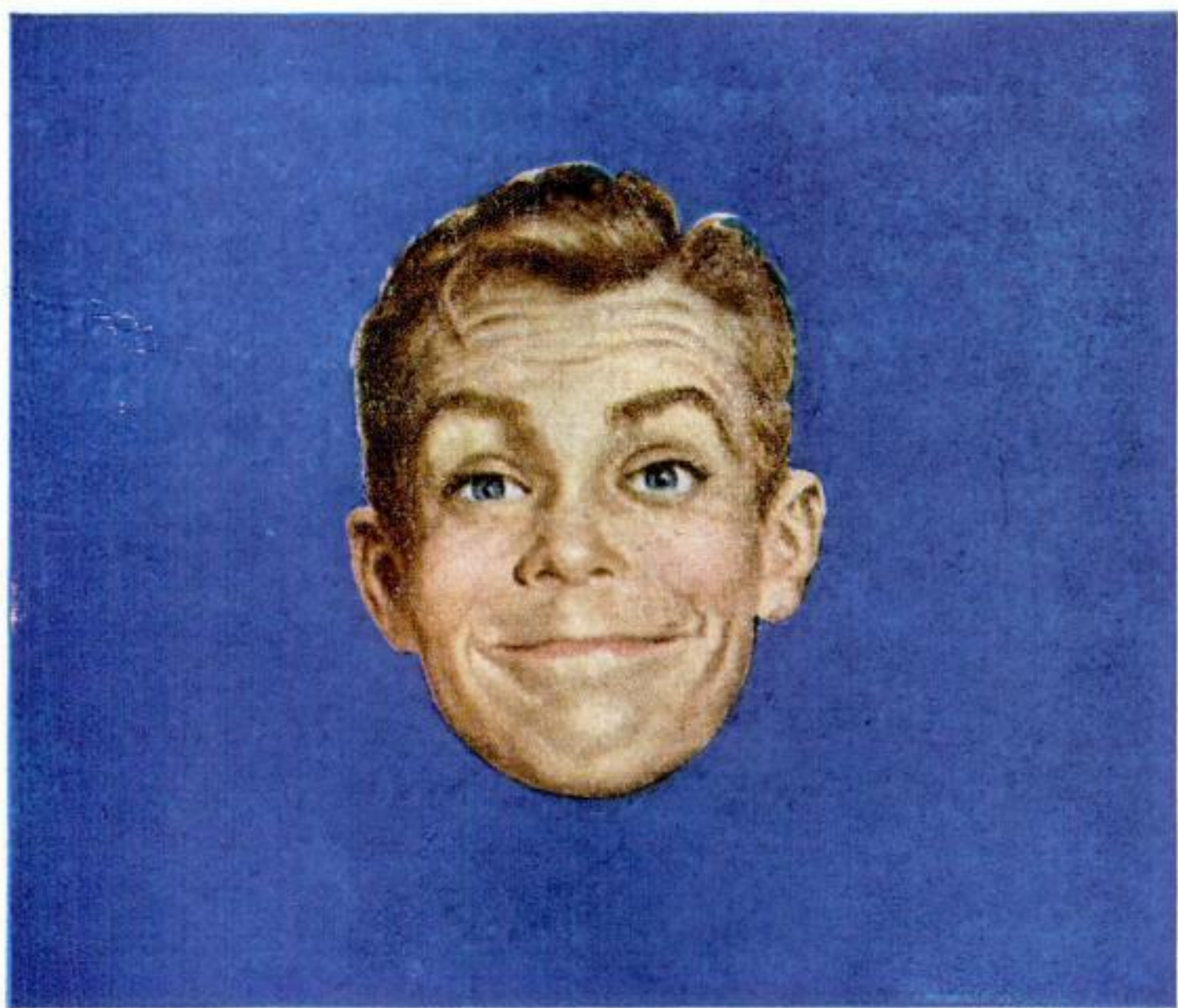




If men could choose their  
own features...



the world would be full  
of Apollos.



Alas! They can't. BUT: They can  
choose their own



shirts...and in an Arrow, every  
man looks swell...great...GRAND!

**Arrow Shirts** are constructed the way you are. Arrow's shoulders slope the way yours do. The sleeves taper just like your own arms. The Arrow waist follows the lines of your own waist.

**The Arrow Collar** is the perfect collar for your neck. It has billions of ancestors to prove it. (No other collar can make that claim.) The points are exactly *even*.

**Always—yes, always!**—your Arrow Shirt remains properly sized. The Sanforized trade-mark is a watchdog over shrinkage—never more than a miserly 1%. At your Arrow dealer's.

**P.S.** Another "plus" in Arrow Shirts: New durable front buttons are *anchored on*—for keeps! Cluett, Peabody & Co., Inc.

Arrow-Mitoga-Sanforized: Reg. Trade-marks

**ARROW SHIRTS**

\$3.65—\$3.95—\$4.50—\$5.50—\$7.50





ROBERT MORLEY AS A FANATICAL FATHER THROTTLES HIS WIFE (PEGGY ASHCROFT) WHEN SHE THREATENS TO GET A DIVORCE AND TAKE HIS SON AWAY FROM HIM

## "EDWARD, MY SON"

Robert Morley is superb as a father who commits crimes for his child

Almost nothing in the theater is more enjoyable than a villain. In *Edward, My Son*, the imported English play which is the first big hit of the sluggish new Broadway season, there is a fascinating villain named Arnold Holt whose crime is his overwhelming, pampering love for a worthless son. When the son, who never appears on the stage, needs a costly operation to keep him from limping for the rest of his life, Holt commits arson to raise insurance money. As the play goes on Holt commits bribery, ruins his business partner, ditches his mistress, almost strangles his wife (*above*)—all for his son. The son is finally killed in an airplane during the war, but on his behalf Holt has made him-

self a millionaire and is unregenerate to the end.

As a play *Edward, My Son* has no great merit because the father's obsession for his son is unmotivated; it is villainy in a vacuum. But as a showcase for acting it is nearly unbeatable. The father is Robert Morley, the Englishman who played Oscar Wilde back in 1938 and who collaborated with Noel Langley in writing *Edward, My Son*. Bulky, soft-voiced, sly, he draws a superb portrait of the unctuously witty, cruel tycoon. Matching his performance is Peggy Ashcroft, who goes wonderfully to pieces as Edward's neglected mother. Together they show the English often have it all over the Americans in the fine art of character acting.



IN PROLOGUE Robert Morley steps in front of curtain, starts to tell the story of his fatherly devotion.



# I Wear False Teeth

yet my mouth feels  
fresh, clean and cool

## No "DENTURE BREATH" for me\*



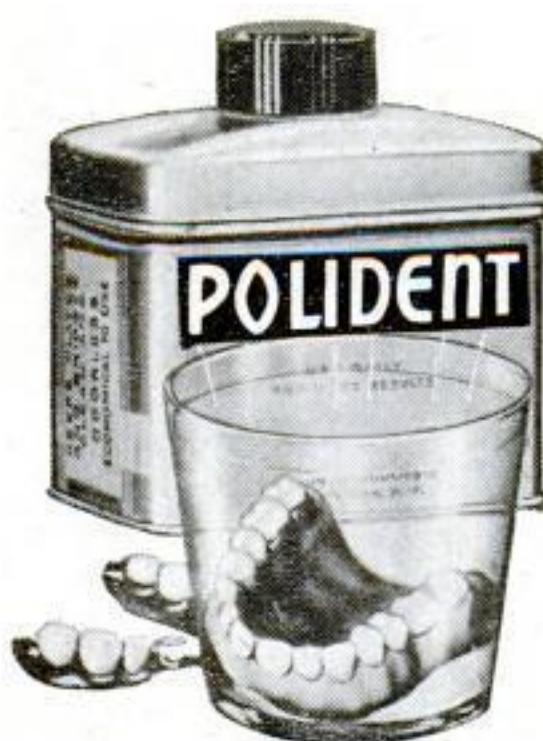
\*"Every day I soak my plates in a solution of Polident and water. My mouth feels clean and cool . . . and no Denture Breath!"

Mrs. R. F. M., Denver, Colo.

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



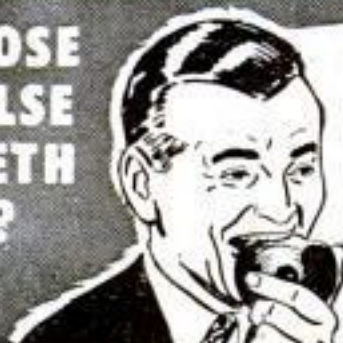
### NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

# POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE  
FALSE  
TEETH  
?



Amazing New Cream  
Holds Tighter, Longer  
than anything you've ever tried  
or double your money back

### POLI-GRIP

Made and Guaranteed by  
POLIDENT



A TOAST to his son on his first birthday is proposed by Holt and wife (center), flanked by Holt's partner (Torin Thatcher, left) and doctor (Ian Hunter). Says Holt, who is a poor shop-owner, "Edward, the world shall be your oyster."

HOLT FINALLY FINDS HAPPINESS WITH A MISTRESS (LEUEEN MacGRATH)







**TO SAVE SON** from being kicked out of school where he was caught stealing, Holt threatens to foreclose school mortgages which he has bought. He gives check to the headmaster (D. A. Clarke-Smith) to keep the school open.

**BUT FORSAKES HER** WHEN HE FEARS SCANDAL MAY MAKE HIM LOSE SON



## *The Girl*

FAULTLESSLY GOWNED

BY JOSEPH WHITEHEAD

## *Her Car*

FAULTLESSLY LUBRICATED

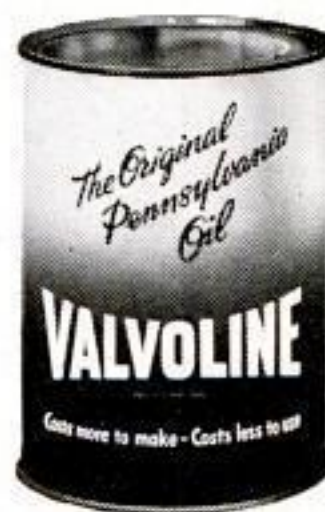
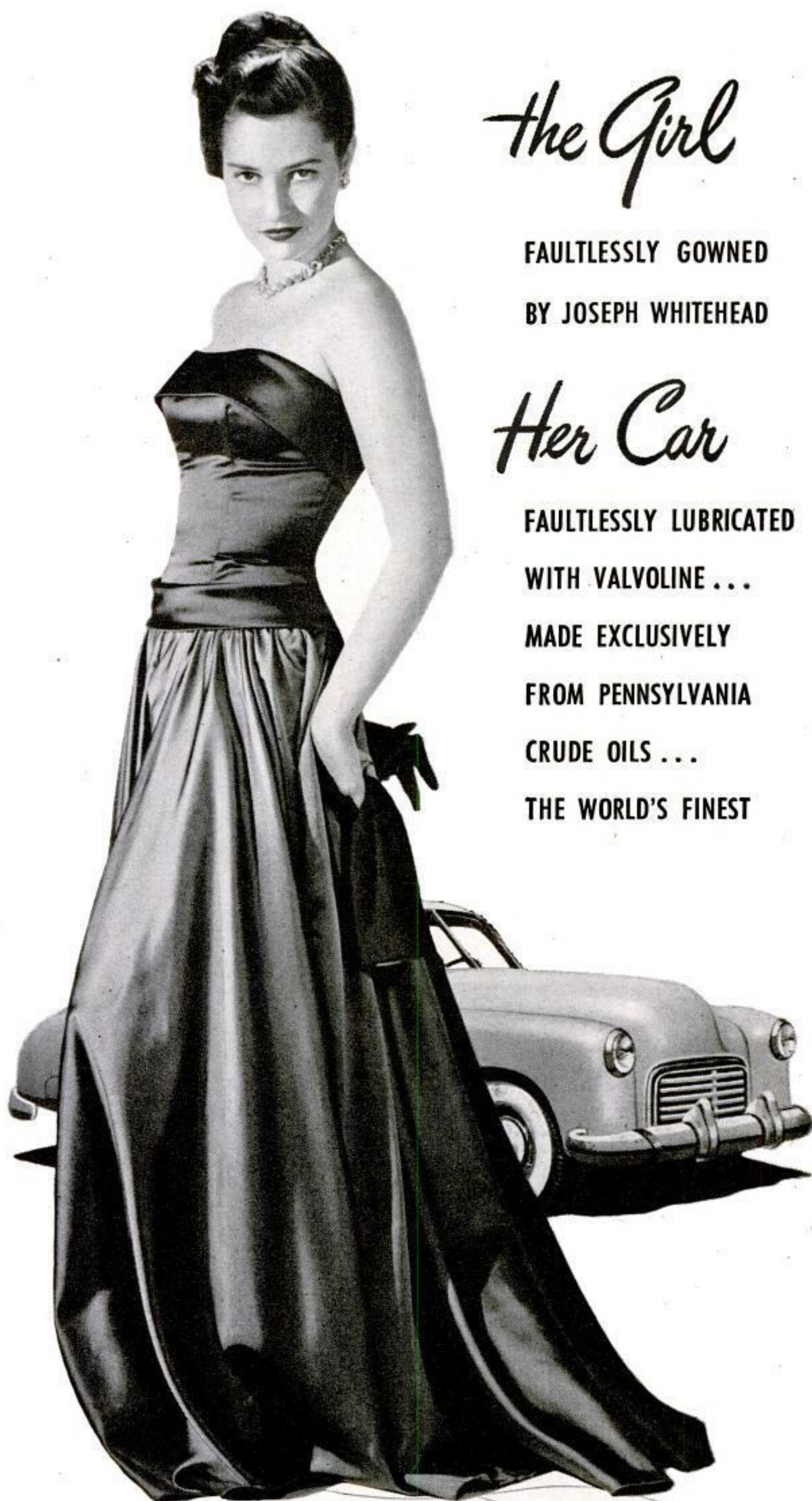
WITH VALVOLINE . . .

MADE EXCLUSIVELY

FROM PENNSYLVANIA

CRUDE OILS . . .

THE WORLD'S FINEST



# VALVOLINE

*The Original Pennsylvania*

**MOTOR OIL**

UNCONDITIONALLY GUARANTEED

Ask for VALVOLINE the next time your car needs service

Freedom-Valvoline Oil Company, Freedom, Pennsylvania — New York, Toronto, Pittsburgh, Detroit, Atlanta, Cincinnati, Chicago, St. Louis, Los Angeles, San Francisco, Portland, Seattle, Vancouver, B. C.



*Art-carved*  
DIAMOND AND WEDDING RINGS  
NEW YORK • LONDON • AMSTERDAM • ANTWERP



GOWN BY  
HATTIE CARNEGIE

When you choose your ring . . . choose  
by name and be sure . . . for a trusted  
name in jewelry is your certain guide  
to value. Genuine *Art-carved* diamond

rings are made by America's oldest and largest ringmaker. He  
brings you fine diamonds...never before worn...cuts them and sets them in  
original hand-carved rings. The savings from this world-wide operation  
are yours in prices from \$75 to \$5000. Ask your jeweler to show you  
the name *Art-carved*\* in the ring, on the tag. Wedding rings from \$8



**NEWPORT SET**, an outstanding value  
in yellow gold. Engagement ring,  
\$375. Wedding ring, \$200.



**FREE!** "How to Select Your Diamond Ring,"  
a new, illustrated booklet. Write to J. R.  
Wood & Sons, Inc. Dept., L-11, 216 East  
45th Street, New York 17, N. Y.

Rings enlarged to show detail

\*Trade Mark Reg.

*Beloved by brides for almost a hundred years*  
(1850-1948)

## "Edward, My Son" CONTINUED



**EDWARD'S MOTHER**, years later, succumbs to alcoholism because her  
cruel husband refuses to allow a divorce and because he has ruined their son.



**AT PLAY'S END** Holt comes out before curtain again. After Edward, his  
son, had been killed in the war, he planned to subject Edward's young son to  
the same ruinous pampering. But the boy's mother stopped him. Holt debated  
whether he should pursue the boy. Here Holt asks the audience, "I wonder  
what you'd have done . . ." ends the play, not on an answer, but on a question.





# *Humming Bird 51*

*America's most called-for Stockings*



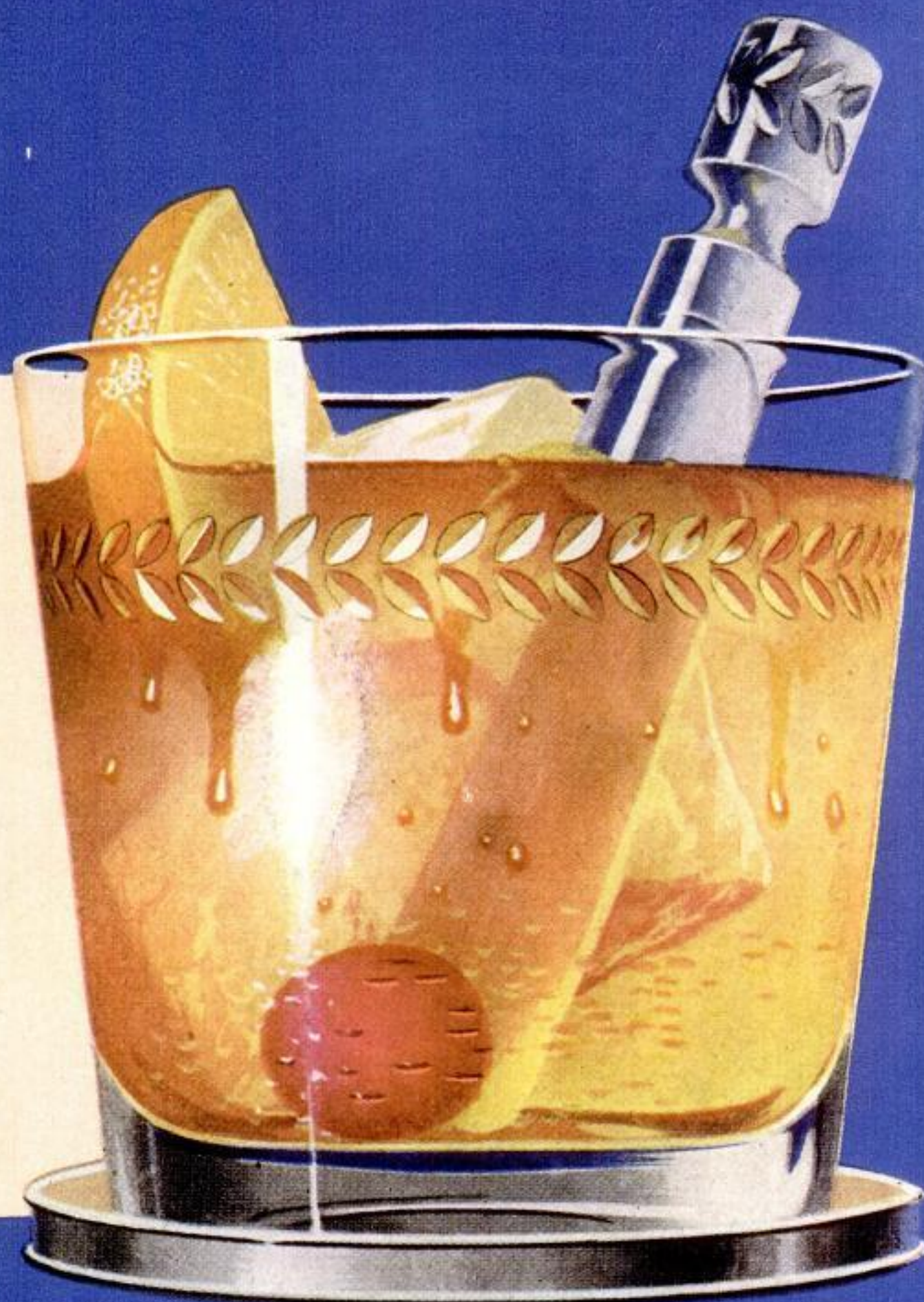
# M E L



## *Calvert Old Fashioned*

### **Tasty Favorite for Autumn**

Put 1 lump of sugar in bottom of the glass, add two dashes of bitters, a light splash of soda, and muddle. Add a cube or two of ice and—glory be!—a brimming jigger of mellow Calvert Reserve. Next, a twist of lemon peel. Cherry, slice of orange are optional. Now—see if this isn't the finest Old Fashioned you ever tasted!



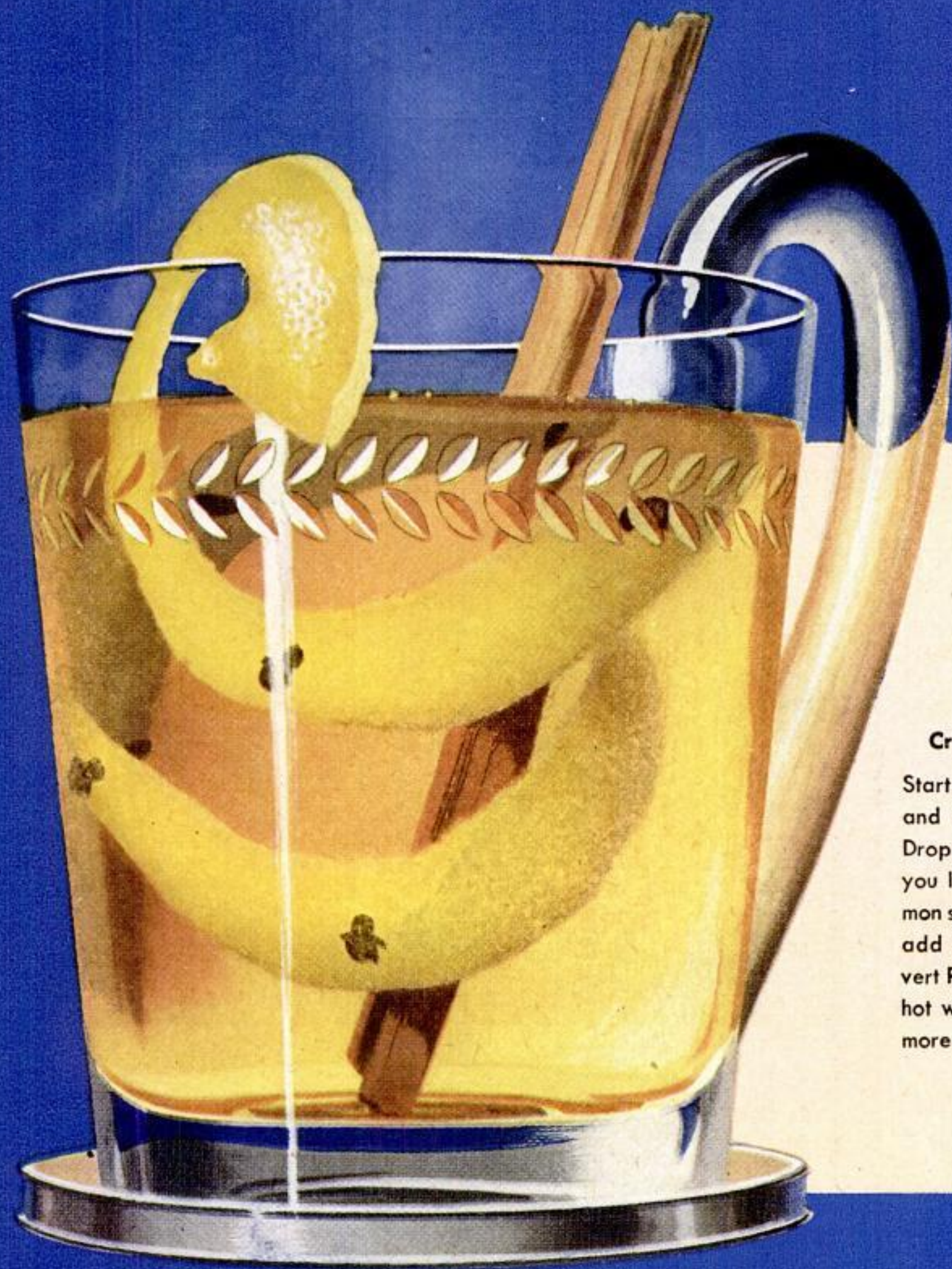
# Clear Heads Choose

because it's smoother,

Calvert Reserve Choice Blended Whiskey—86.8 Proof—65% Grain Neutral Spirits. Calvert Distillers Corp., New York City



# LOW



## *Calvert Hot Toddy*

### **Crisp Weather Warmer-Upper**

Start with 1 lump of sugar in the glass, and dissolve it in a little hot water. Drop in a spiral of lemon peel and, if you like, 3 or 4 cloves and a cinnamon stick. Now—the important part—add a sizable jigger of smooth Calvert Reserve. Fill the glass with piping hot water. Man! There never was a more satisfying Hot Toddy than this!



# Calvert Reserve

mellower...tastes better





Copyright 1948, The International Silver Company, Meriden, Conn.

*A TRIUMPHANT RETURN!*

## *The Superb French-Inspired "JOAN<sup>OF</sup> ARC"*

BY INTERNATIONAL STERLING

*JOAN OF ARC* is one of the loveliest, most traditional patterns ever designed by the famous International Sterling craftsmen.

During the war, *Joan of Arc* wasn't made. But many of you were disappointed, many of you begged "Please, let's have *Joan of Arc* again!"

And so we brought it back to crown the line of lovely International Sterling patterns.

• **Why You'll Be Proud To Own Joan of Arc** •  
Magnificent design with subtle curves and contours found so often in French works of art.

A classical shell ornament crowns each piece . . . every detail is finished to perfection, back as well as front. See *Joan of Arc* at your dealer's!

*Joan of Arc* is solid sterling silver with beauty that lives forever . . . use it every day, 1095 times a year . . . it will only grow lovelier.

*A real value!* With so many prices up so high, International Sterling, a once-in-a-lifetime purchase, offers more for your money!

Compare prices and see! Individual six-piece place setting, \$22.63.

Basic service-for-eight with chest, only \$168.50, tax included. Ask your dealer about his easy purchase plan. You can own *Joan of Arc* today!

TUNE IN: "The Adventures of Ozzie and Harriet," Sunday, 6:30 P.M., E.S.T., NBC.





VIENNA'S BEAUTIFUL, BAROQUE DAUN-KINSKY PALACE, USED AS A WAREHOUSE BY RUSSIANS, IS NOW A BRITISH OFFICERS' CLUB

# VIENNA

IT IS A STRATEGIC CITY OF WANT,  
WALTZES AND QUIESCENT STRUGGLE

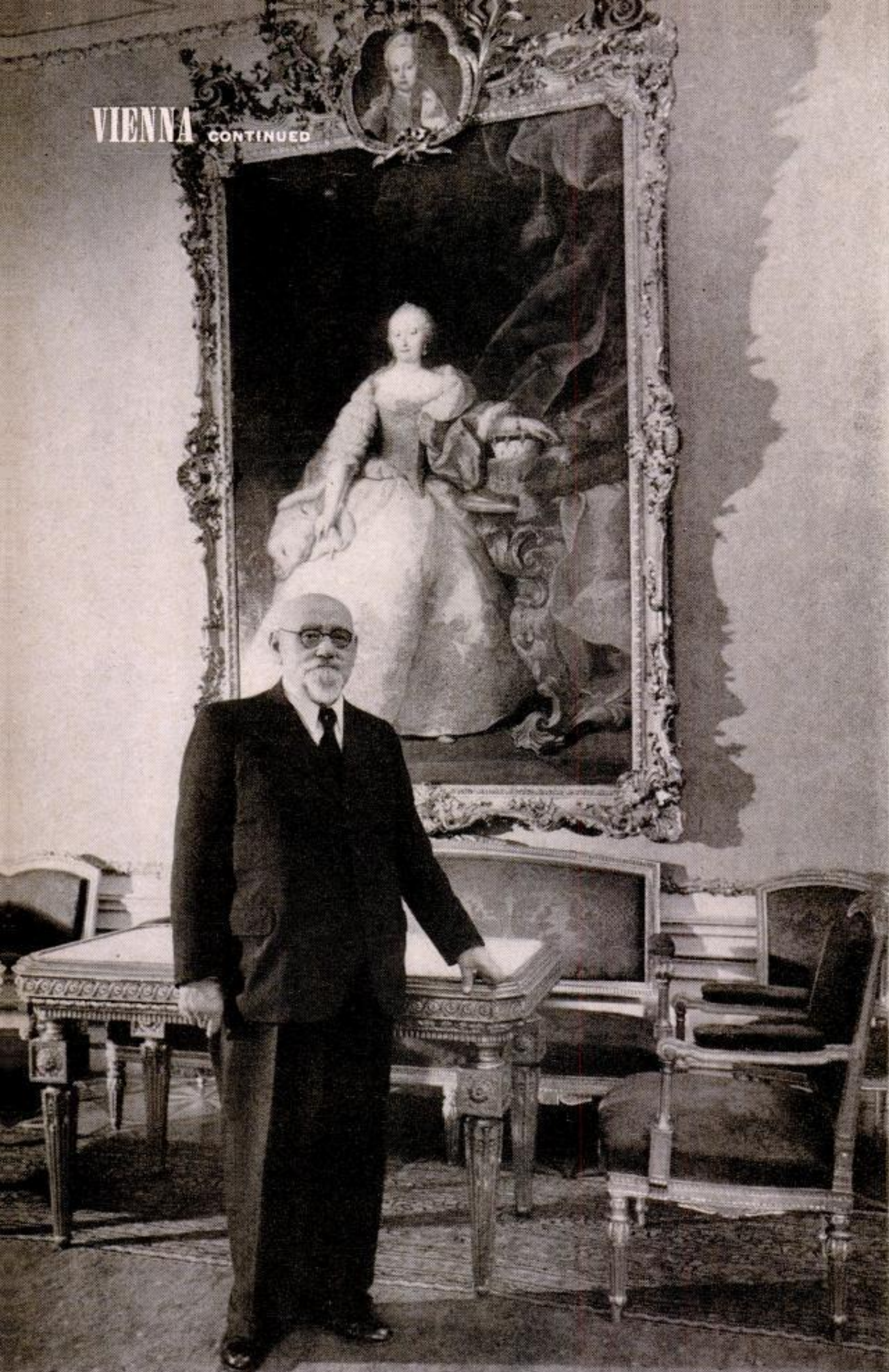
PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

To the millions of Americans who have never visited Europe the city of Vienna has always been more of an idea than an actuality. The idea has been compounded of Strauss waltzes, wiener schnitzel and dashing Habsburg princes in surroundings of baroque elegance. It is no use saying that such a Vienna never existed. It did. The surprising thing is that in 1948, after three decades of depression, revolution, dictatorship and war, to some degree it still does.

Austria and Germany, and Vienna and Berlin as their respective capitals, are basically in the same situation, yet there are great differences. Both countries and both cities are occupied by the U.S., Britain, France and Russia. But the conflict for Germany is intense and continuous; the struggle for Austria is almost hidden beneath an appearance of accord. The fact that Austria has a central government while Germany does not gives Vienna a national role which Berlin does not have. Finally, Vienna was damaged but intact as a city when the war ended; Berlin was all but destroyed.

Viennese are busily restoring their city's culture and beauty. The feeling of *Gemütlichkeit* is so universal that even Americans and Russians—at the moment—are moved to speak politely and keep the peace.

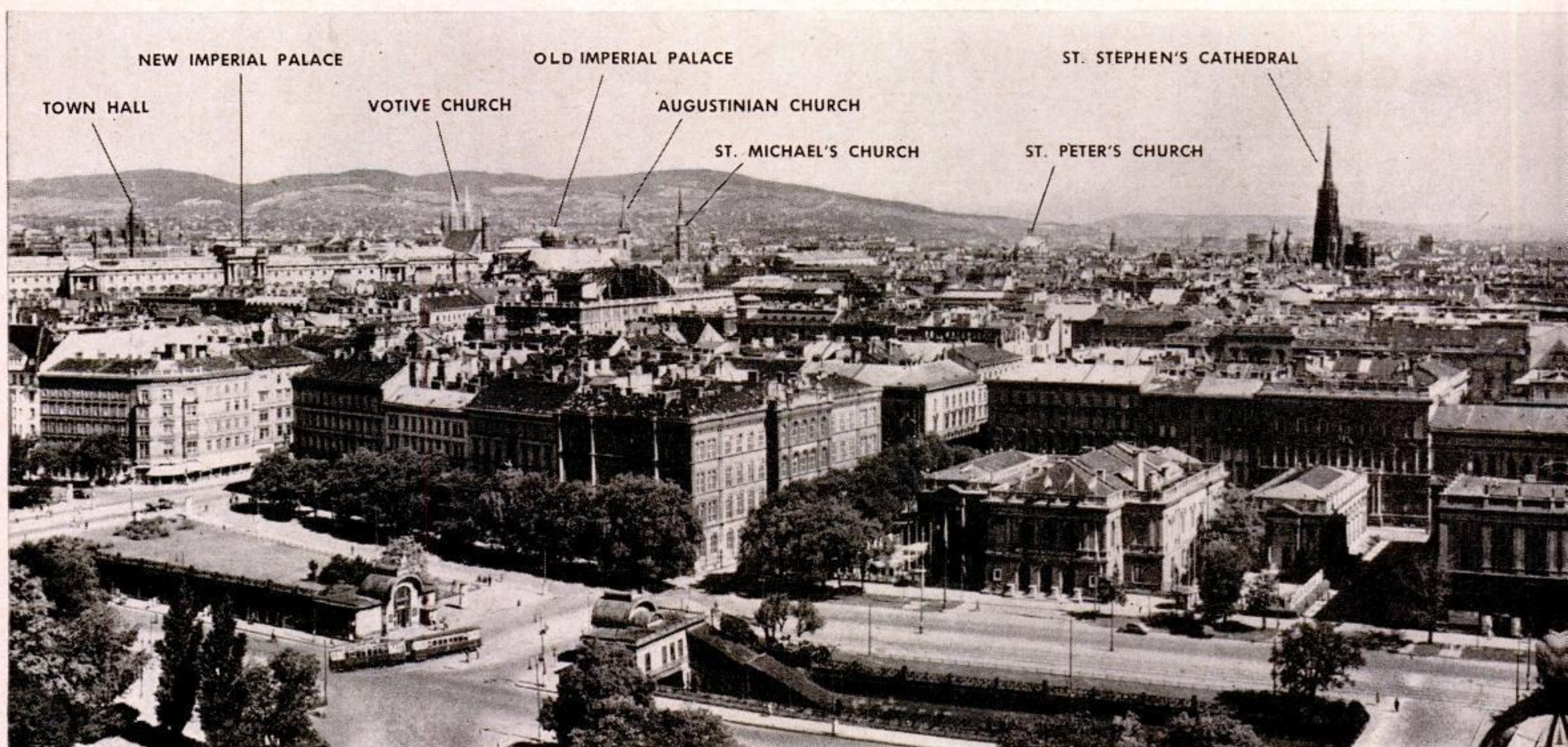




**AUSTRIA'S PRESIDENT**, Socialist Karl Renner, has his office in old Imperial Palace. Before portrait of Maria Theresa, he stands where her bed once stood.



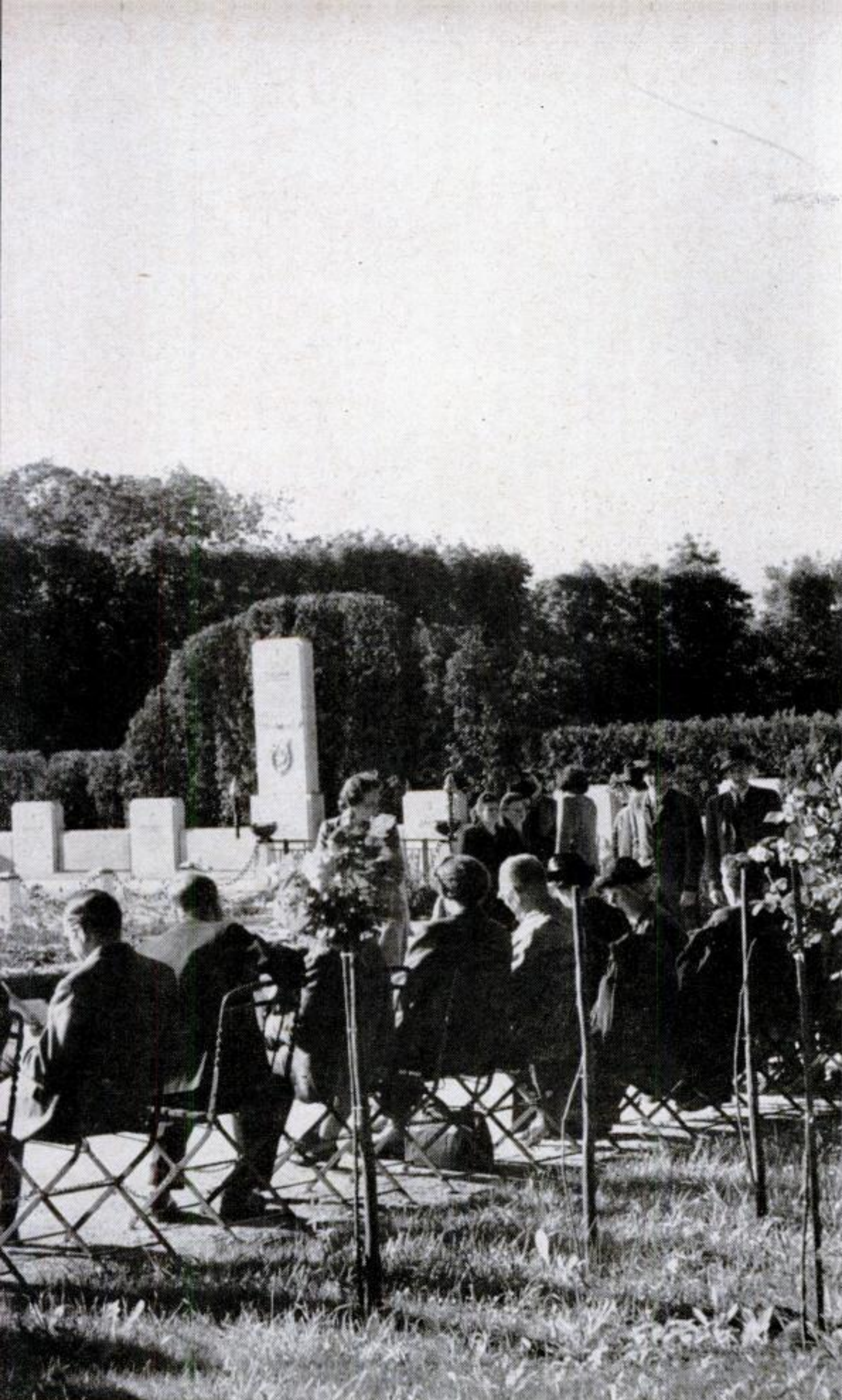
**SATURDAY IN THE VOLKSGARTEN** is a popular pastime. For a few groschen, Viennese can rent a chair for the day, enjoy the sun and flowers and exchange



**POSTWAR VIENNA** still retains its ancient grandeur despite nine days of house-to-house fighting during the war. The Ring, the boundary of the medieval city,

is once again a busy thoroughfare. The Prater, Vienna's famous amusement park, is almost as noisily active as it was before the war. Many of Vienna's delicate





the latest gossip. Beyond the benches are the graves of Russian soldiers killed in battle for Vienna. In background is the town hall, which escaped severe damage.



spires miraculously escaped with no damage or little enough to be saved. Yet even three years later repairs are still being made to the new Imperial Palace.



SCHÖNBRUNN CASTLE, the summer residence of the Habsburgs, once used by Napoleon, was taken over by British in 1945 and recently returned to the city.

## VIENNA IS NEARLY AS LOVELY AS EVER

Part of Vienna's magic is in making things look better than they are. The scars left in early 1945 by defending Germans and onrushing Russians seem all but gone in the area bounded by the famous Ring, pictured at left from the dome of St. Charles's Church. Viennese have indeed recaptured some of their old life and gaiety. They have repaired two thirds of the 100,000 apartments ruined in the fighting and are working hard at restoring many of their famous palaces and other shrines. But Vienna is still a hurt and uneasy city.

Vienna is above all a city of palaces, churches and parks. Part of the Habsburgs' old Imperial Palace, the Hofburg, has been turned into an art gallery. Such famous buildings as Daun-Kinsky and Dietrichstein palaces are clubs for the military. The famous Opera House, badly damaged, is being slowly rebuilt. So is St. Stephen's Cathedral. Its parks are still there, and on sunny days the poorest Viennese can escape to them from the realities of life in a broken and divided capital. The Viennese naturally think that their city was sadly damaged, and much remains to be done before the restoration is complete. But in comparison with Berlin or Hamburg, Vienna is today in fairly good shape.

Vienna never quite escapes the occupation. Now and then the Russians kidnap Austrians, some of them suspected of espionage, sharpening the latent tension which underlies Vienna's relative calm and reminding everyone that the conflict could become as raw and open as it now is in Berlin.





**FOUR-POWER PATROL** sets off on tour through international part of city. In car are U.S. soldier Rufus Hayes (at wheel), British soldier Dennis Jones (beside

Hayes), Russian soldier Alexander Troschin (back seat, left) and French soldier George Deltour. U.S. furnishes reconnaissance car and U.S. soldier always drives.



**THE FOUR ZONES** of Austria are shown on map. Vienna is under international control. Britain and U.S. have corridors through the Soviet zone into Vienna.

## THE FOUR ARMIES WORK

The existence of a central government, established by national election held only a few months after the end of the war, has eased the problems of occupation for the U.S., Britain, France and the U.S.S.R. Now that the bitter question of reparations has been referred to the higher authority of the deputy foreign ministers, the quadripartite high commissioners get along without serious friction.

The high commissioners supervise but seldom interfere with the Austrian government, which represents a coalition of Austrian Socialists and rural, conservative Catholics (there are only four Communist deputies in the National Assembly). The four powers have final responsibility for the maintenance of order in a city filled with soldiers of four nations, and they share the administration of the Allied police (above).





**LIFE IN U.S. AND U.S.S.R.,** Soviet version, is shown in these Russian posters in the international area of Vienna. Poster at left, depicting particularly violent

picket-line battle in the U.S., is labeled "How do the people live in America?" The poster at right purports to show how well a Soviet family lives and eats.



**INTERNATIONAL PATROL LINES UP** for inspection, presenting confusion of uniforms of the four nations. Patrol's main job is to preserve order. If a Russian,

Frenchman, Briton and American get in fight, Russian MP arrests Russian, French MP arrests Frenchman, British MP arrests Briton, U.S. MP arrests American.

## TOGETHER IN THE CITY

Viennese can never forget that their city is deep within the Russian zone and that it is in reality five cities—the four sectors, and a tiny international area. The result is a sense of claustrophobia and frustration which pervades life at every level. Soviet blockade or seizure is always possible, but U.S. officials do not consider this an immediate likelihood. In a nation with a Communist minority that at most numbers 6% of the electorate, the Russians would have a very poor case indeed for forcible seizure. This does not by any means indicate that the Soviet Union has given up hope of eventual supremacy, however. Its representatives are now conducting a vigorous true-to-pattern anti-American propaganda battle in Vienna (*above*) looking toward their first step: wooing as much support as possible before the national elections are held in 1949.



**THE FOUR HIGH COMMISSIONERS** of Austria, stationed in Vienna, are (*left to right*) Keyes (U.S.), Galloway (Britain), Béthouart (France), Kurasov (U.S.S.R.).





A COUNT NOW DOES A BRISK BUSINESS IN SHOE SOLES MADE FROM OLD TIRES

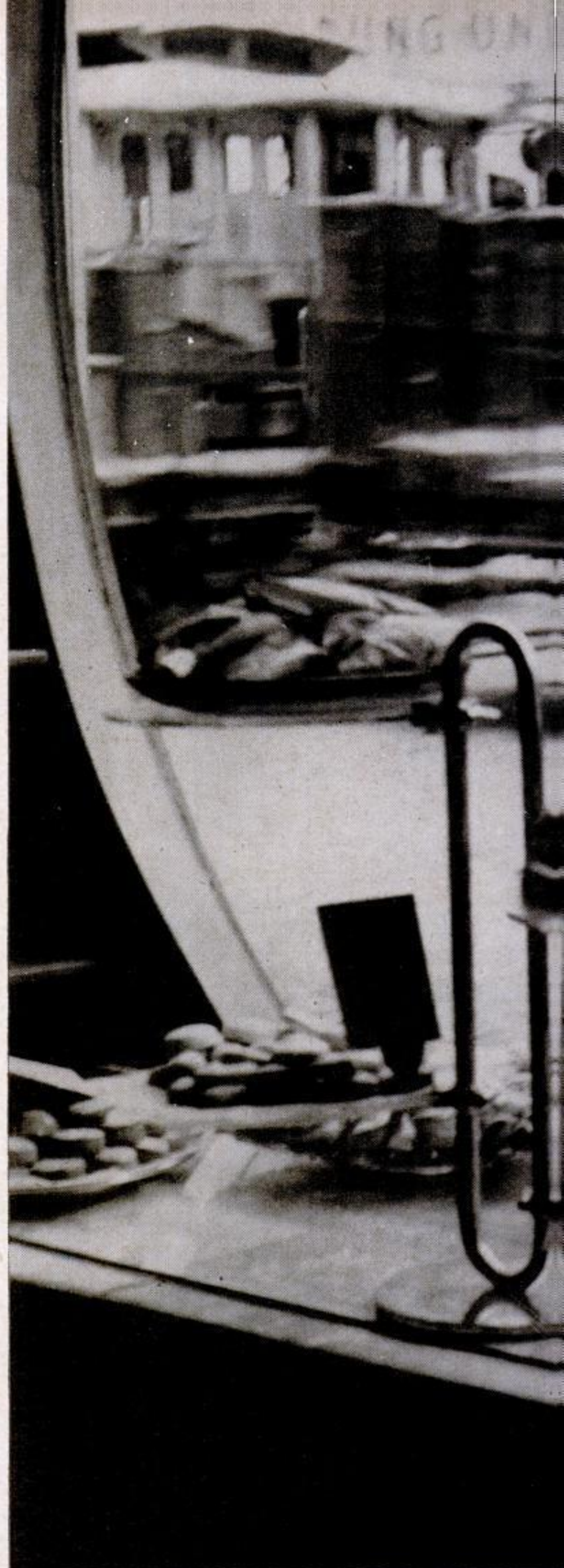
## NEW CURRENCY AND NEW GOODS ARE SLOWLY REVIVING VIENNA

A little goes a long way in Vienna. Window displays (right) that would seem skimpy in a normal city look lavish to wretched Viennese. Stores long empty are beginning to offer cakes and bread, suits and dresses. Many items are selling at prices far below what they used to bring on the black market.

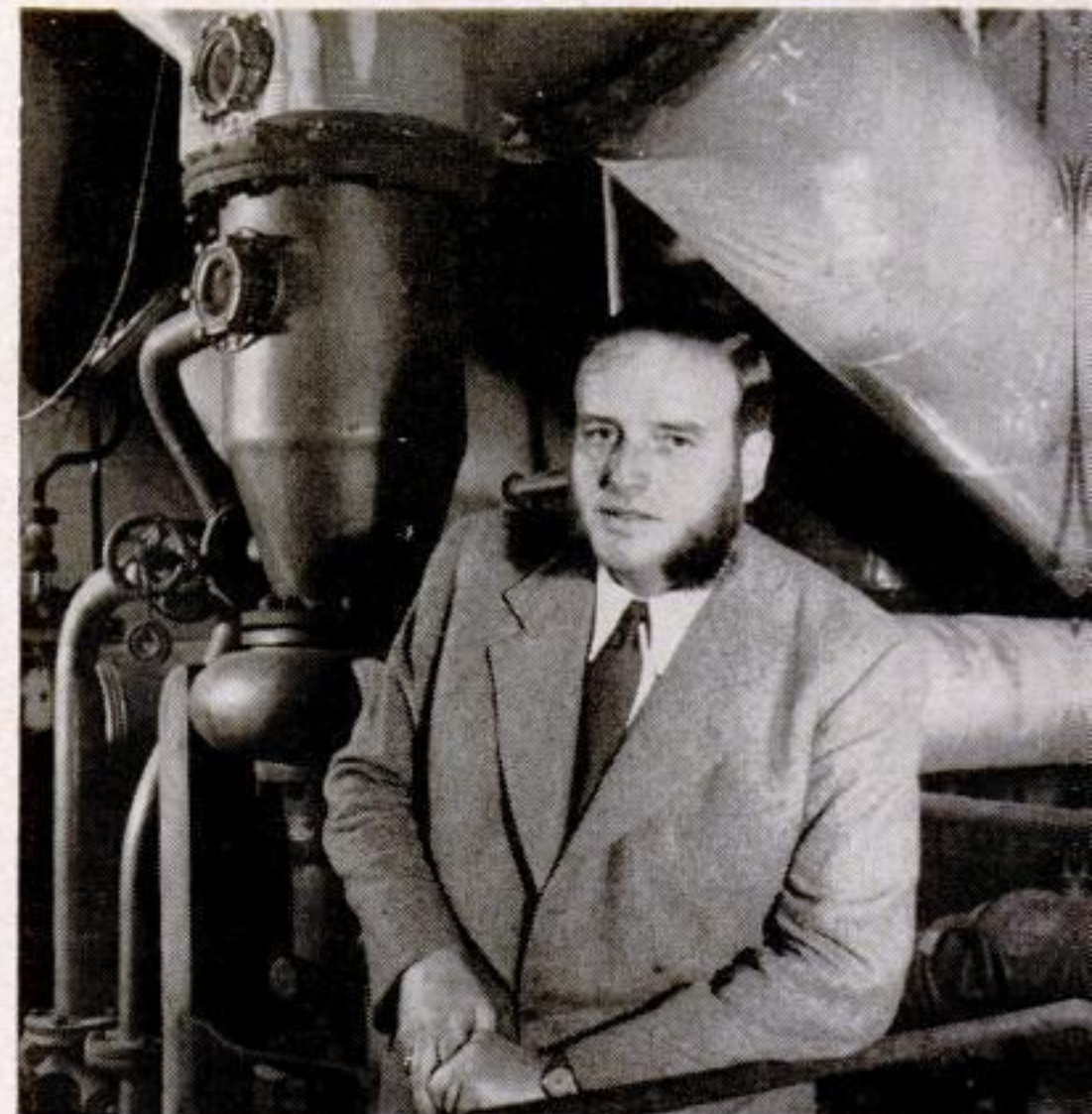
The main reason for this healthy sign is the currency reform of the Austrian government. With illegal schillings called in and new ones issued at the rate of one for three, hoards of old currency were unearthed and the new schilling was given some value. Merchants, confident of the new schilling, brought out their black-mar-

ket goods at official prices and a zooming inflation was curbed. Austria still receives 60% of her food from the U.S., but crops were good this year. The calorie ration this fall is 2,000 a day, which is almost normal.

Things are still tough for the nobility, whose excess wealth was confiscated, but some have remedied this situation by going to work (above). Many manufacturers have been helped by former Nazi machinery the Allies have given to Austrian factories. But raw materials, a problem to Austria even before the war, are still scarce. Because of the grain shortage, Vienna's once famous beer now tastes like stale malt soup.



STORE WINDOWS, LIKE THIS BAKERY,



BREWER Manfred Von Maunter Markof can only make yeast now. He still wears the family sideburns.





ARE DISPLAYING MORE THINGS FOR SALE BUT MOST VIENNESE HAVE TO BE CONTENT TO LOOK. FEW CAN YET AFFORD TO BUY



A METALWORKER uses a German metal lathe. It was captured by Americans, labeled "U.S.A. Property", given to this plant to replace destroyed equipment.



TEMPORARY ART GALLERY is in apartments of Emperor Franz Josef. Art History Museum was badly damaged by bombs, but most of its contents were saved.





VIENNA PHILHARMONIC plays under the baton of Bruno Walter on his return after his war-imposed

exile. The Philharmonic, one of finest orchestras in the world, plays to jammed concert halls like this.



MP'S CHECK NEARLY EMPTY NIGHTCLUB

## MUSIC AND GAMES HAVE COME BACK

The Viennese talent for having a good time seems to have revived. Indeed only three weeks after the famous Opera House was liberated, its company put on its next presentation (*The Marriage of Figaro*) in a substitute theater. Vienna's concert halls have had the best revival (left), music being to the Viennese more important than the World Series to the U.S. Almost equally popular is the Prater, Vienna's Coney Island, where the Russian soldiers especially are fascinated by its swings (opposite). Only Vienna's nightclubs (above) are having a hard time. But Vienna will never feel completely herself again until she is free; and her attitude towards the situation is typical. One of the biggest hits in musical comedy has been a funny fellow who stands beside a Viennese street sign which bears a different word on each of its four sides. The words are the French, German, Russian and English translations of the word "hell."



WEAK BEER of postwar Vienna will not even harm the kiddies. This one enjoys a stein at Prater park.



**A RUSSIAN SOLDIER OFF DUTY AMUSES HIMSELF  
BY TANGLING UP A NEIGHBOR ON FLYING SWING**











IN REAL LIFE Olivier, shown in his study, is usually serious and untheatrical.

# Sir Laurence Olivier

He has survived a string of flops, a rebuff by Garbo, bombs, autograph hounds and 50 injuries to become greatest theatrical figure of his time

by JOHN KOBLER

IN February 1947 two theater-wise Englishmen met in the resort town of Santa Margherita, on the Italian Riviera, to grapple in seclusion with a problem as thorny as the modern theater can pose. They were Alan Dent, critic and journalist, who helped adapt *Henry V* to the screen, and Laurence Olivier, whom many people consider the best actor and the best director alive, and their problem was this: to produce a film version of *Hamlet* whose every word would be crystal clear to the "one shilling ninepence seats"—in America, the "peanut gallery"—without violating the integrity of the play.

For two weeks, working together day and night, Olivier and Dent hacked away at copies of the play. Without flinching they discarded tangential themes and minor characters (including those sinister buffoons, Rosencrantz and Guildenstern). Of the great soliloquies they retained only two—"To be or not to be," and "O that this too too solid flesh." They rearranged the sequence of scenes, tossed some out entirely and interpolated others that Shakespeare never wrote. Ophelia, for example, is actually seen floating down a brook to her death. Where an archaic word or phrase might elude 20th Century ears, Dent never hesitated to change it. All told he made 25 changes, such as substituting "By heaven! I'll make a ghost of him that hinders me" for "him that lets me."

When they were done they had, whatever its failings as pure Shakespeare, a tight, fast-paced screen play, approximately half the length of the original, of 2½ hours running time. Olivier relied on his cameraman, Desmond Dickinson, to give him the reactions of the shilling and ninepence seats. At one point Dickinson said, "Well, as you explain it I can understand, but I'm sure

Gerty in the ninepennies won't." After that Olivier repeatedly asked Dickinson, "How's Gerty getting along?"

Last May the world premiere of *Hamlet*, which had been performed on the English stage more often than any other play, unfolded in London's Odeon Theater amid manifestations usually reserved for a major national event like a coronation. The king himself, who had knighted Olivier for his services to the English theater, the queen, their daughters and the Duke of Edinburgh swept into a garlanded royal box while peers and commoners, statesmen and artists, cheered themselves hoarse.

Next day the English critics went, in a restrained, English way, mad. Said the *Sunday Times's* Dilys Powell: "The indefinable excitement with which one comes away from the film proceeds from an occasion more than unusual; an occasion, I think I can say, both historic and noble."

The New York premiere, held three weeks ago in the glossy Park Avenue Theater, lacked only royalty, and the eight daily newspaper critics, without exception, outdid their British colleagues in praise. "The greatest stage and screen artist of our day," Howard Barnes said of Olivier in the *Herald Tribune*.

But of all critical reactions the one which would probably have gratified Olivier most came from a shilling ninepence seat. "My God," this average lay spectator exclaimed, "Olivier makes you feel Shakespeare was writing for the movies!"

Olivier, however, was absent from both premieres. He had, characteristically, plunged straight from *Hamlet* into another arduous theatrical adventure—a nine-month tour of Australia

◆ COSTUMED FOR HIS OWN ROLE, OLIVIER DIRECTS THE FILMING OF "HAMLET"



## LINDA DARNELL

Star of "UNFAITHFULLY YOURS"

A 20th-Century Fox Production  
says:

"RC  
tastes best!"



"I tried the leading colas in paper cups...and found that one was best-tasting by far!"



"I learned that my winner was Royal Crown Cola—so now I always serve and enjoy RC at home!"



Try delicious, refreshing, better-tasting Royal Crown Cola yourself! Get a carton today.



Only RC gives you all 3:  
(1) Cool refreshment.  
(2) Two full glasses.  
(3) Best by taste-test flavor.



AS LEAR (*King Lear*) Olivier added another to his long list of great roles.



AS OEDIPUS (*Oedipus Rex*) Olivier streams blood after he blinds himself.



AS HOTSPUR (*Henry IV*) he is a roughhewn warrior, a man of action.



AS MR. PUFF (*The Critic*) Olivier minces about like an 18th Century fop.

### OLIVIER CONTINUED

and New Zealand with the Old Vic repertory company, of which he is a codirector.

The rare moments of leisure Olivier snatches out of a frantic working schedule he likes to spend at his country estate, Notley Abbey in Buckinghamshire. There he was fond of riding a horse called Blaunchkyng, until it got sick last year and had to be destroyed. This was the same horse he rode in *Henry V* and he is proud of the scholarship involved in having hit upon the fine Olde Englysshe name. It is the name, he discovered while pursuing his research for the film, that Henry gave his favorite horse. In its latest incarnation, Blaunchkyng was a gray gelding whose ear became so sensitized to iambic pentameter during the making of *Henry V* that it trotted in rhythm to it when Olivier declaimed passages from the play and broke into a gallop at the battle cry, "God for Harry! England and Saint Ge-o-o-o-rge!"

This gifted creature was of a piece with the highly chromatic atmosphere which Olivier transfers from the theater to whatever he happens to be doing. Until recently Notley Abbey also sheltered a red-haired bull terrier named Harry after Harry Hotspur in *Henry IV* and a Siamese cat named New after the New Theater, the Old Vic's present home. It still shelters Olivier's second wife, Vivien Leigh, an actress who is to many people the most beautiful in the world. Also there from time to time is Olivier's son by his first wife, the actress Jill Esmond. The lad, who is 11, answers to the name of Tarquin. "It came to me in a mad moment," Olivier remembers happily. "It has such dramatic overtones."

Practically every feature of Notley Abbey, a historical monument dating from the 12th Century which Olivier maintains at staggering cost, has dramatic overtones. He bought it three years ago chiefly on the strength of evidence that Henry V slept there. Under Olivier's tenancy it has become a theatrical museum. Dispersed among its 16 chilly rooms are several hundred volumes of plays; costumes, props and model stage-sets he has used; a collection of rings worn by famous actors; a make-up kit once owned by the 19th Century tragedian William Charles Macready, which Olivier totes to and from his dressing rooms.

The prize exhibit at Notley Abbey is a sword which links Olivier with two notable past interpreters of Shakespeare. It was originally flourished by Edmund Kean in his debut as Richard III more than a hundred years ago. From Kean it passed to Sir Henry Irving the first time he played Richard and from Irving to the celebrated Terry girls. When Kate Terry's grandson, John Gielgud, undertook the role in this generation, she gave him the sword and when Olivier restored Richard to the Old Vic repertory, Gielgud gave it to him "in appreciation."

Kean and Irving are counted among the most adulated actors in

### DAYDREAMING!

Johnnie was daydreaming when the teacher told the class that the sun was the source of energy.

Observing his vacant look—the teacher called on Johnnie.

"And now, Johnnie, suppose you tell us where energy comes from."

"Eh?" said Johnny, rousing himself.

"Energy," repeated the teacher. "Where does it come from?"

For a moment Johnnie collected himself—then replied:

"Oh, energy—we get energy from that swell hot cereal, Grape-Nuts Wheat-Meal!"

(ADVT.)

**OTIS**  
UNDERWEAR AND HOSIERY  
for men and boys  
Pick your favorite OTIS style; sleeveless or short sleeve shirts; briefs, mid-thigh or ankle length drawers. For extra warmth get OTIS WINTER-WEIGHTS. Ask for OTIS HOSIERY, too.  
**OTIS UNDERWEAR**  
57 Worth St., New York

**Whittemore's Bon-Ton BOOT POLISH**  
STAIN  
THE DELUXE QUALITY GIVES A FAST, HIGHEST GLOSS SHINE.  
**Whittemore's BOSTONIAN SHOE CREAM**  
SHOE DRESSINGS  
POPULAR COLORS FOR ALL SMOOTH LEATHERS  
The New Look for SHOES

**The Masterpiece Set**  
15 DIAMONDS \$395 Federal Tax Included  
At Leading Jewelers Everywhere  
**SCHWARTZ'S, HIPPODROME BLDG.**  
CLEVELAND 14, OHIO

**SAFE EYE-GENE**  
Relieves TIRED EYES In SECONDS!  
Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep, reading, driving or movies—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1.00 in handy eye-dropper bottles at Druggists everywhere. Insist on EYE-GENE!  
Wear, irritated one minute...  
Relieved, rested, cleared the next!

CONTINUED ON PAGE 132



# The Perfect Christmas Gift

...to send your friends



Immortal music best tells the immortal Christmas story. Now Phil Spitalny and the All-Girl Orchestra and Choir bring you the joyous, well-loved Christmas songs in inspiring new arrangements. Hear these artists at their best—music you know and love, played as you like to hear it.

Don't miss this great musical offering—nine favorite songs on three double-faced 10-inch records in a gift album. Delight and please your friends with this superb gift—and add it to your own record collection.

## PHIL SPITALNY DIRECTS THE "HOUR OF CHARM"

The All-Girl Orchestra and Choir with Evelyn and her Magic Violin are the favorites of millions of radio listeners and concert audiences of America.



## 9 FAVORITE CHRISTMAS CAROLS

**Silent Night • The First Noel • Adeste Fideles • Joy to the World  
Carol of the Bells • 'Twas the Night Before Christmas • Hark! The Herald Angels Sing  
O Little Town of Bethlehem • God Rest Ye Merry, Gentlemen**

Buy these magnificent records by mail. Send the attached coupon today—and be sure of delivery by Christmas. **Only \$3.85, plus 15c postage.** Send check. No C.O.D.

**MAIL MONEY ORDERS OR CHECKS TO CHARM RECORDS, Inc.**  
P. O. BOX NO. 40, RADIO CITY STATION, NEW YORK 19, N. Y.

Please send to \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Number of Christmas Albums \_\_\_\_\_ Amount enclosed \_\_\_\_\_

9 FAVORITE CHRISTMAS CAROLS



**\*"Dec-la-Tay"**  
is deep cut "down to here!"  
In Ice Blue or  
White Satin, as  
shown, \$1.50; in  
White, Black or Ice  
Blue Satin with  
2-inch band, \$2.00.

*"Special" necklines  
need these*



**\*"Hold-Tite"**  
Strapless leaves  
shoulders bare. In  
White Satin with Nylon-Marquissette  
inserts and all-elastic back, \$4.00.

BRASSIERES by  
**Maiden Form**

REG. U.S. PAT. OFF.

Maiden Form created these  
clever styles to give exquisite  
moulding and perfect support  
with "special" necklines . . .  
such as smart off-the-shoulder  
effects or those which are cut  
way "down-in-front."



*"There is a Maiden Form  
for Every Type of Figure!"*

© 1948 MFB CO.

Send for free Style Folder: Maiden Form Brassiere Company, Inc., New York 16, N. Y.

DISTINGUISHED FOR  
*Beauty*  
FAMED FOR  
*Accuracy*

The gift that whispers elo-  
quently, "This is an important  
occasion". Girard-Perregaux,  
admired the world over for its  
trustworthy precision and  
distinguished beauty.



**GIRARD PERREGAUX**  
*Fine Watches since 1791*

Girard-Perregaux Watches  
30 Rockefeller Plaza, New York 20  
In Canada: Hamilton, Ontario

17 jewels: (A) 14 Kt. Gold, \$110; (B) 10 Kt. Gold Filled,  
\$52.50, 14 Kt. Gold, \$95; (C) 14 Kt. yellow or white Gold,  
\$71.50. Federal tax included. Sold by selected jewelers.



**ASTRIDE** Blanchkyng, the same gray gelding he rode in the film *Henry V*, Olivier directs cast in the climactic battle scene. Blanchkyng died last year.

## OLIVIER CONTINUED

the history of the theater, but neither of them ever tasted sweeter triumphs than Olivier. At 41 he has set records, both artistic and financial, on the stage and screen. The *Saturday Review of Literature's* John Mason Brown, a cautious critic, reviewing Olivier's performance in *Oedipus Rex*, which the Old Vic brought to Broadway in 1946, conceded that he had no choice save to use "that precious, dangerous, final adjective—'great.'" The New York Drama Critics' Circle voted Olivier the best actor of the year and the Old Vic wound up its six weeks at the Century Theater with a gross profit of more than \$300,000, one of the few repertory companies ever to make money on Broadway.

Of *Henry V*, which ran more than a year in London and is still running in numerous American cities (gross profit so far: more than \$3.5 million), *TIME's* film critic reflected the consensus with the judgment, "a rare great work of art." The Academy of Motion Picture Arts and Sciences is reluctant to award Oscars to foreign films. It did, however, create a special award for *Henry V*. This year, unless chauvinism triumphs again, *Hamlet* is likely to sweep the board of Oscars.

What sets Olivier furthest apart from other British actors is the intensity of his emotional effect on the British public. The British theatergoer is normally an undemonstrative type, not given to extreme reactions. Although the Old Vic played to full houses long before Olivier joined it, the audience consisted largely of reflective, middle-class, middle-aged lovers of the classics. Today there are Old Vic fans, many of them youngsters, who get as wrought up over Olivier's delivery of a Shakespearian soliloquy as a bobby-soxer listening to Frank Sinatra croon.

A good deal of the hysteria is touched off by the savagery, violence and surrealism of Olivier's histrionic personality. Generations of British audiences have managed to sit through the duel in *Hamlet* with composure, but as filmed by Olivier it looks as rough as a Rugby match and agitates them as furiously. Nor does his interpretation of Hamlet's psychological relations with his mother leave much to the imagination. Time and again they exchange impassioned glances and kisses full on the mouth, and the scene in which Hamlet excoriates her for marrying his uncle might have been directed by Sigmund Freud.

Occasionally this naturalistic style leads Olivier to excess. In the last-act massacre he is not content to leap Fairbankslike upon the king from a height of 12 feet, to show in close-up his own face transfigured with loathing as again and again he impales his victim, but must show the victim too, heaving to the thrusts.

Few performances of the Old Vic's *Oedipus Rex* have taken place anywhere without incident in the audience. When Olivier reeled howling across the stage, his sightless eyes streaming gore, women

CONTINUED ON PAGE 134



# Who is she?

Here is a face to remember.

Provocative and lovely, with a skin softly glowing—radiantly young.

Who is she? It could be you—if you follow the DUBARRY BEAUTY RITUAL for your skin type.

It takes so little time, morning and night, to perform this luxurious beauty ritual.

Your new loveliness begins with the DUBARRY BEAUTY PREPARATIONS prescribed for you in your new DUBARRY BEAUTY RITUAL KIT.

DUBARRY CLEANSING CREAM...to soften your skin, gently smooth away stubborn, complexion-dulling particles of dirt and grime. SKIN FRESHENER...to wake up your skin. FOUNDATION LOTION...for an alluring dawn-to-dusk protective film. Even while you sleep, there's a special rich cream to pamper your pores!

Follow your DUBARRY BEAUTY RITUAL faithfully, daily. Be the beauty that makes men ask, "Who Is She?"

## Du Barry

BEAUTY PREPARATIONS BY

## Richard Hudnut

New York • Paris

*"Who Is She?" Georgia Hamilton, charming new fashion model discovery, keeps her beauty fresh by faithfully following the DuBarry Beauty Ritual at home and at the Richard Hudnut Salon on Fifth Avenue. So can you, wherever you live! Ask the authorized DuBarry dealer in your community for the DuBarry Beauty Ritual Kit for your skin type. \$1.50 plus tax.*





YEAH MAN—NEW BENEX MAKES  
SHAVING ALMOST THIS SIMPLE!



## Yes New Benex makes beards 1/5 water!

Want to turn your whiskers into soaked and spineless set-ups for your razor? Benex leaves whiskers limper than a tired jellyfish. Actually lets 'em soak up 1/5 their weight in water. Your blade breezes through! Benex goes easy on, easy off. Won't clog razor or drain. For super shaves, get Benex. Buy it at any drug counter—or send coupon for free trial-size tube.

Bristol-Myers' Brushless Wonder



**FREE!** Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

Bristol-Myers Co., Dept. L-1082  
630 Fifth Avenue  
New York 20, N. Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## OLIVIER CONTINUED

fainted regularly and strong men paled. One joker suggested that the Old Vic should add a trained nurse to its staff, and Olivier himself in all seriousness advised the manager to keep a bottle of brandy on hand.

Female members of the Olivier cult are enthralled by his looks, which have been variously described as dangerous, diabolical and medieval. According to a Hollywood legend, Olivier's image leaped into the mind of Producer David Selznick when, while reading the novel *Rebecca*, he came upon this description: "His face was arresting, sensitive, medieval in some strange inexplicable way, and I was reminded of a portrait seen in a gallery I had forgotten where, of a certain Gentleman Unknown."



AT 15 he played Katherine in production of *Taming of the Shrew*.

Olivier has brown hair, gray-green eyes and a square jaw. When portraying brawny characters, he wears lifts in his shoes, his height being only 5 feet 10 and his weight 150 pounds. Four of his back teeth are false and the upper front ones are capped. The elan with which he attacks his roles has left him pretty thoroughly banged up from head to foot. During the filming of *Hamlet* he wrenched his foot dashing up to the roof of Elsinore Castle and, in the duel, Laertes took a half-inch slice out of his chest. In another production he fractured both ankles while hurdling a balustrade. Altogether he has been injured on the stage or before the camera about 50 times.

Despite his ferocity on the stage, off it Olivier is diffident and troubled, a man of many fears. He has recurrent nightmares in which ghastly disasters overtake him in the midst of a performance. While playing *The Critic* in New York with the Old Vic, in which he made an entrance swinging on a rope, he dreamed on an average of once a week that the rope broke. This never happened, but the last night of the play's run he did pull both his Achilles' tendons, racing around the stage. "I am a physical coward," he insists.

He has always been scared stiff of airplanes and will not go near one if he can avoid it. Nevertheless he flew 500 hours during the war as an overage volunteer in the Royal Fleet Air Arm, crash-landing frequently.

Autograph hounds have terrified him ever since his first visit to New York when a small female one whom he refused to take into his taxi thrust a curly, blond head through the window and observed, "You lousy, stinking so-and-so." "I think she would have scratched my eyes out," says Olivier, still shocked by the memory of it. "Those people hover on a thin dividing line between love and utter loathing." Shortly after his arrival in New York an individual purporting to be an official of the Court of Juvenile Delinquency telephoned his suite at the St. Regis Hotel. "Mr. Olivier," the voice said, "we are trying to keep young people off the streets. Won't you help by not signing any autograph books?" Olivier was delighted to comply. A few days later a young fan ran up to him, autograph book in hand, and confessed without shame, "That was me that phoned you, Larry. I didn't want my competitors to get you first." Olivier still wouldn't sign.

People who meet Olivier for the first time are sometimes misled by the seriousness with which he takes himself in relation to the theater into thinking he lacks humor. Actually he has a catholic wit, alternately dry and bawdy. He is reputed to possess one of the largest repertoires of improper stories in the British Empire.

Harking back to his youth, Olivier cannot remember ever having had any ambition other than to be an actor. The urge manifested itself early. At the age of 4 he was injecting so much drama into his bedtime prayers that his father, a high Anglican rector, concluded that he was destined for the pulpit. This illusion was cherished by the family for 10 years. Meanwhile the boy had rigged up a miniature theater in the nursery, using the window sill as a stage and his comforter as a curtain. He made his first public appearance as Brutus in a kindergarten production of *Julius Caesar*.

He was born in Dorking, Surrey on May 22, 1907, the youngest child of the Reverend Gerard Kerr Olivier and Agnes Louise

BY APPOINTMENT SCOTCH WHISKY DISTILLERS  
TO H. M. KING GEORGE VI • WM. SANDERSON & SON, LTD.

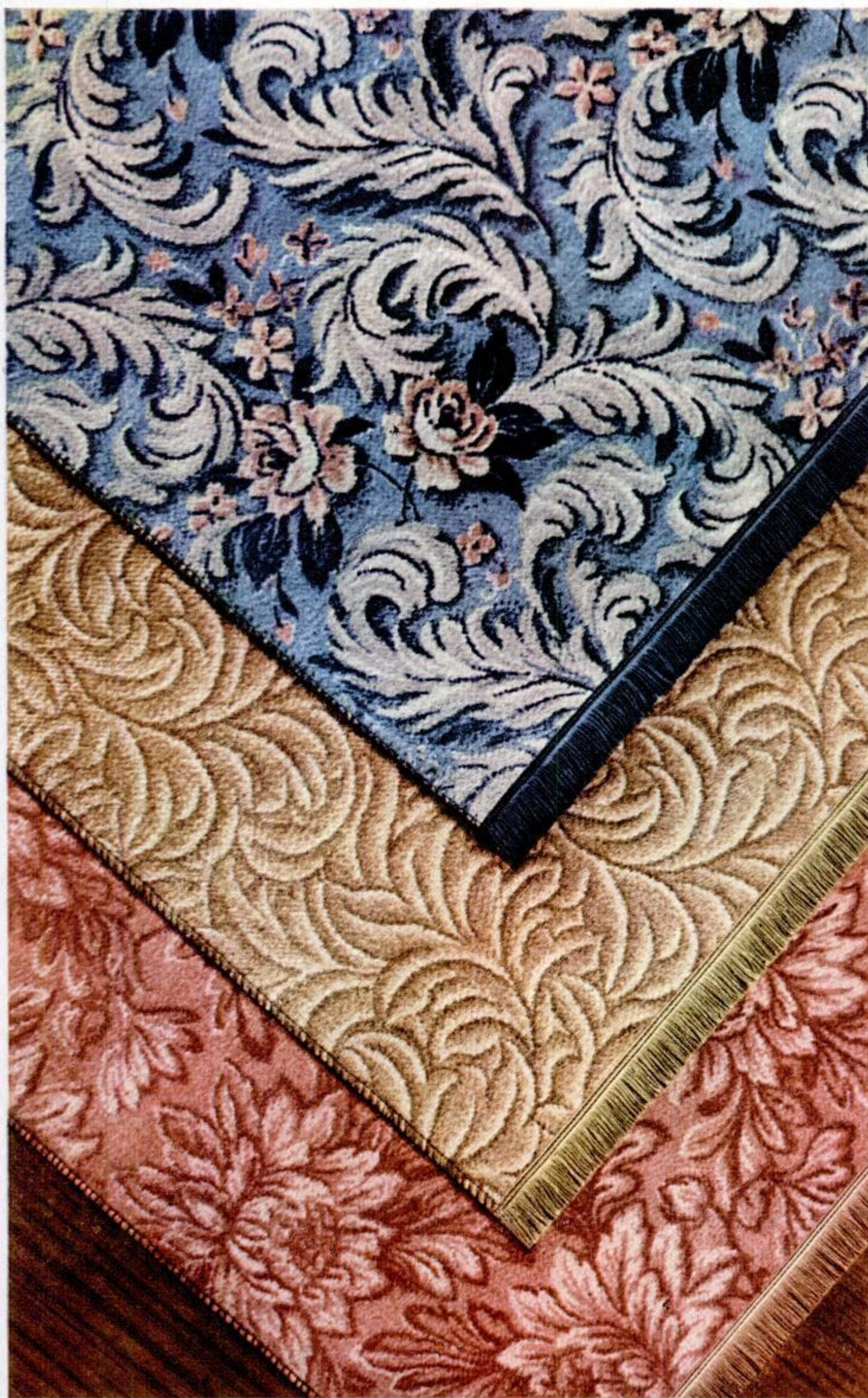
—from Scotland  
to every corner  
of the world

—preferred  
the world over  
because  
"Quality Tells"

PARK & TILFORD IMPORT CORP., NEW YORK  
BLENDED SCOTCH WHISKY • 86.8 PROOF

CONTINUED ON PAGE 137





*Giant value!*  
*Dwarf price!*

**NEW**  
**GLAMORUG**

*Only \$29<sup>95</sup>*



**Real Wool Face—  
Roomy 9' x 12' Size!**

**J**UST picture your house — if you tossed out your old tired rugs and spread down the Glamorug beauties above!

There's nothing to stop you — not even a price tag! For rich, wool-surface Glamorug is a \$29.95 bargain. You get a full-size, 9' x 12' rug that actually looks and feels like a woven rug — so soft and luxurious you'll want to walk barefoot!

Best of all, you can take your pick of three latest-fashion designs — in nine lovely color combinations. (You've seen styles like these in woven rugs that cost a fat sum.)

Do what smart women everywhere are doing: get two or three Glamorugs, to make the rooms you live in most glow with charm and color. See your Glamorug dealer now!

**Only Glamorug gives you so much rug for so few dollars!**

- Soft, all-wool surface — woven rug effect!
- Springy base of 100% imported jute. Cushion effect is built in — no rug cushion needed!
- Decorator designs—4 patterns, 17 wonderful color harmonies! 6 sizes!
- Fast dyes resist fading — Glamorug can be wet-shampooed!
- Glamorug is right for every room — living room, dining room, bedroom, children's room!

**Want to know about wear?  
Glamorug's got it!**

**Brand-new Glamorug is wear-tested — set**

down at entrance of mill cafeteria. 102,635 factory workers walk over it in all weather!

**Glamorug after wear trial.** Testers marvel at the amazing way Glamorug resists soiling. No worn-through spots — plenty of wear left!

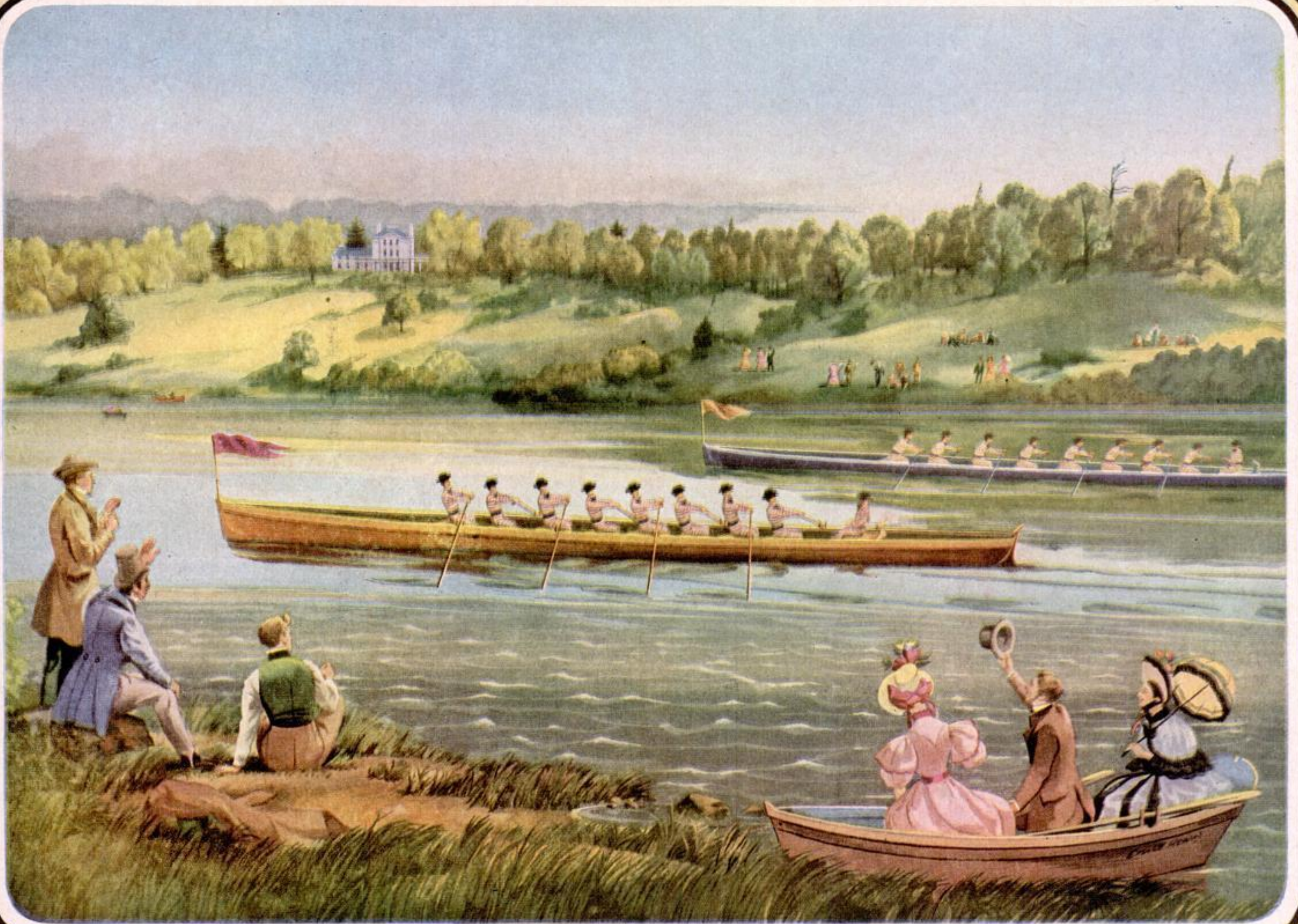
**Same Glamorug after shampooing.** A wet shampoo freshens up Glamorug. Surface is still rich and soft — colors have resisted fading!

**Free color folder!**

Write for free descriptive folder that shows all the smart Glamorug patterns and colors — suggests many uses. Address Glamorug, Dept. G-5, 136 Madison Ave., New York 16, N. Y.







CREW RACE ON SCHUYLKILL, PHILADELPHIA, ABOUT 1838\*

# Philadelphia

BLENDED WHISKY

*The Heritage Whisky*



**GOOD TASTE THROUGH THE YEARS...**

*Enjoy outstanding quality! Demand the brand that draws on treasured pre-war reserves.*

\*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894





WITH A MUSTACHE, wavy hair and soulful look, Olivier in his 20s played juvenile roles on stage and in films produced in U.S., Britain and Germany.

## OLIVIER CONTINUED

Crockenden. His mother died when he was 13 and his father died just before the war, at the age of 69. There were two other children, Sybil, who had a brief, unsuccessful fling at the stage before retiring into marriage as Mrs. 'Gerald Day, and Gerard Dacres Olivier, now an insurance agent in London.

The name is Huguenot in origin. In choosing careers, most Oliviers of his father's generation followed the British tradition of church, state, army. Uncle Sydney (later Sir Sydney) helped found the Fabian Society with the Webbs and was twice governor of Jamaica. Uncle Henry served overseas as a colonel in the Royal Engineers. A third uncle, Herbert, backslid a bit. He turned to painting.

After his mother's death young Laurence was sent to All Saints choir school in London. He sang a nice soprano which has since changed into a passable baritone and he still tries difficult scores to his wife's piano accompaniment, but never within hearing of strangers. He is extremely shy about this. All Saints staged a production *The Taming of the Shrew* and Olivier was offered the female lead, Katherina. A member of the Stratford Memorial Theater who witnessed the production was so impressed that he arranged for a repetition at Stratford-on-Avon on the anniversary of Shakespeare's birthday. He also advised Olivier to give up the idea of college and study acting. (The only degree Olivier holds is an honorary M.A. conferred upon him by Boston's Tufts College.)

## No passage to India

HE needed no further encouragement. When he broke the news at home, his father, far from recoiling in horror, bestowed his blessing and later, when Laurence took the mistaken notion that he ought to follow brother Gerard to India, chided him, "Don't be absurd. You must go on the stage." He had just turned 17 when his father enrolled him in London's Central School of Dramatic Art, an institution which has trained such top-flight performers as Sybil Thorndike, Ian Hunter, Edith Evans and Peggy Ashcroft.

Olivier got his first job in 1925 as assistant stage manager and understudy of all the parts in a small stock company owned by Ellen Terry's daughter, Edith Craig. It paid him only £4 a week (\$20) but carried him into the mainstream of a noble theatrical tradition, innumerable English actors having been connected by blood or profession with the ubiquitous Terry-Craig-Irving clan. Barnstorming in the sticks, Olivier was visited by his father's old housekeeper, wanting to see him act. "When you are having your cup of tea in the interval," he told her, "you will hear a bell summoning you back to your seat. The finger pushing that bell is mine."

There followed a term of servitude at £2:10 a week (\$12.50), expenses included, with another troupe touring the remotest hinterlands of Wales. Changes of costume usually had to be made in public washrooms. Olivier still refers to the company as "the lavatory theater." He fell to giggling about it on stage one night and was fired.

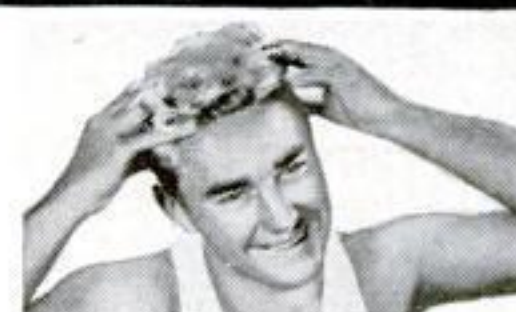
In 1926 he found himself playing bit parts with Sir Barry Jackson's Birmingham Repertory Company, a coveted berth because Sir Barry owned two theaters in London and booked his most successful plays into them. In Birmingham he met another deter-

CONTINUED ON NEXT PAGE

## How to REMOVE DANDRUFF completely



**1 APPLY FITCH** directly from bottle onto hair and scalp before any water is added. Massage well with fingers, making sure shampoo reaches each part of scalp.



**2 ADD WATER** gradually, continuing to massage. Remove the cleansing lather. Then continue to add water and massage until no more lather forms.



**3 RINSE THOROUGHLY.** Fitch Dandruff Remover Shampoo washes out quickly and completely in plain water.



**4 AFTER SHAMPOOING,** the scalp feels invigorated, the hair is clean and handsome looking, completely free of all dandruff.

FITCH DANDRUFF REMOVER SHAMPOO REMOVES ALL DANDRUFF . . . both the loose, flaky kind other people see, and the invisible, itching kind you feel. It's the ONLY shampoo made with an insurance company guarantee to remove dandruff on the first application. Enjoy attractive hair that's free of all dandruff. Have professional applications, or buy economical Fitch at drug counters.

MEN, get Fitch Ideal Hair Tonic. It loosens up "tight" scalp . . . relieves itching and loose dandruff. Not sticky or greasy. Just a few drops of Fitch Ideal daily insures that well-groomed look.

**Fitch** DANDRUFF REMOVER SHAMPOO



RENEWAL OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

## WALK-OVER Sandwich Sole



The shoe with the innerspring sole...

• Yes sir, innerspring! A live crepe rubber sole sandwiched between two leather soles. An extra middle sole that not only seals out dampness — it takes the pound out of pavements! Originated by Walk-Over. Bridle Tan.

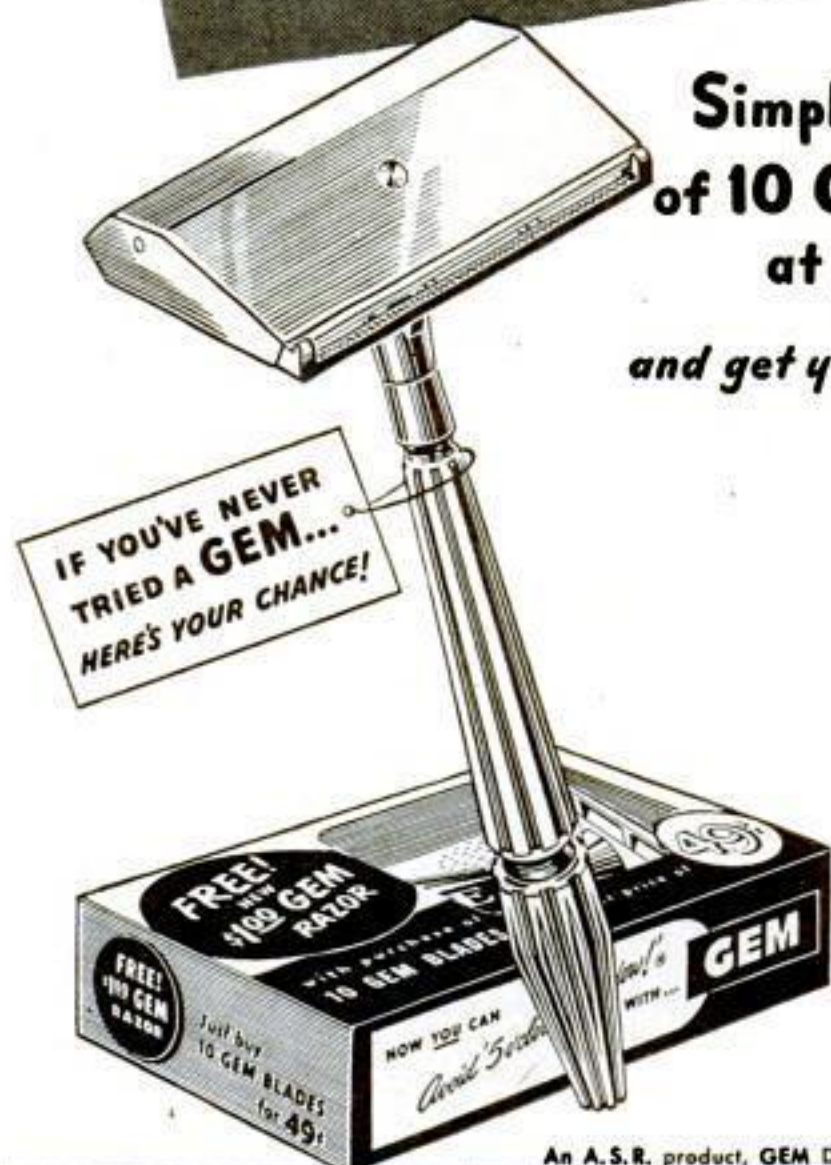
Geo. E. Keith Company, Brockton 63, Mass.

Walk-Over prices from \$12.95



# FREE

NEW \$1.00 GEM RAZOR



Simply buy a pack  
of 10 GEM Blades **49¢**  
at regular price  
and get your \$1.00 GEM RAZOR FREE!

**WHY?** Because action beats wild claims! Gem's glad to give you this new razor to help you discover what you've been missing! Once you've felt the quick competent caress of the new Gem Razor, you'll agree that nothing can match the new Gem shave!

P. S. . . . No matter what razor you use, you buy blades anyhow, so get Gem Blades and Razor for price of blades alone.

An A.S.R. product, GEM Division, American Safety Razor Corporation, Brooklyn 1, N. Y.

**NO GIMMICKS—IT'S THE SHAVE THAT COUNTS!**

## Stitchmaster

for a better first hand  
impression



Make that first impression last... wear Stitchmaster. Fully hand sewn of \*Doette—miracle, double-woven cotton fabric that looks and feels like Doeskin. All colors. At leading stores. About \$3.00.

for store nearest you, write

## Fownes

it's a Fownes—that's all you need know!

411 Fifth Avenue, N. Y. 16

## "GIVE ME FOOD MY TEETH CAN TACKLE"



Big or little—all dogs need chewing food! Munching *crunchy* MILK-BONE dog biscuit helps keep teeth and gums healthy — provides the sport of a real bone! MILK-BONE biscuit is economical to feed because it's concentrated nourishment... contains important nutrients. Make MILK-BONE biscuit a daily treat for your dog!



Milk-Bone biscuit contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

**NATIONAL BISCUIT COMPANY**



**OLIVIER'S SON** Tarquin plays with a tame raven on a studio set while on a visit to Hollywood with his mother, Actress Jill Esmond, Olivier's first wife.

### OLIVIER CONTINUED

mined novice, Ralph—now Sir Ralph—Richardson. They disliked each other on sight. Olivier thought Richardson was stodgy and Richardson thought Olivier was flighty. A coldness persisted between them for two years until they were obliged to use the same dressing room. Familiarity bred admiration and they have remained ever since the Damon and Pythias of the English theater, acting in double harness, flying in the same service during the war and sharing honors as costars of the Old Vic.

During his first years in London, Olivier ran the gamut of misfortunes that can befall an actor, from bad luck to bad judgment. Offered a choice of plays, he would carefully separate the chaff from the wheat and keep the chaff. Two weeks was an average run for any production he appeared in and he appeared in more than 20 of them. To join his fiancée, Jill Esmond, who was faring nicely on Broadway, he accepted a part in a whodunit, *Murder on the Second Floor*. That lasted six weeks, a record for him at the time. He stepped out of the lead in *Journey's End*, a hit, for a part in *Beau Geste*, a flop. Failure went to his head and he decided, with Richardson, to finance a new J. B. Priestley play. It was entitled *Bees on the Boat Deck*, ran a month and cost the friends their shirts. Even when well advanced in his career, touring America with Vivien Leigh in his own production of *Romeo and Juliet*, he drew few kind words from drama critics. "He talked as though he was brushing his teeth," was a typical comment. The venture lost him nearly every cent he had saved—\$80,000.

He also became involved in a series of early talkies, a phase of his development so painful to him that he has tried to draw over it a veil of merciful oblivion. "One film I did was so bad," he claims, "that it had to be retaken before they could put it on the shelf."

In 1933, while he was enjoying, for once, a good run on the stage, lightning struck. M-G-M cabled him, offering him the lead opposite Greta Garbo in *Queen Christina* and commanding him to sail at once. "Can't the little lady wait?" he cabled back with forced nonchalance. He arrived in Culver City a week later to be hustled before the cameras for a test love scene. At the first embrace, Garbo, who happened to be in love with John Gilbert at the time, murmured, "No," and stalked off the set. Gilbert got the part. "She considered me inadequate," Olivier says, "and, in point of fact, I was."

### "Sordid . . . but artistic"

**T**HE episode embittered him against movie-making in general. He left the Coast, vowing never to return. Acting in movies, he told reporters, was for him "just a quick way of making money" and "about as satisfying as looking at a Michelangelo fresco through a microscope." He passed up a chance at a part in *Romeo and Juliet* with Norma Shearer on the grounds that Shakespeare should never be filmed.

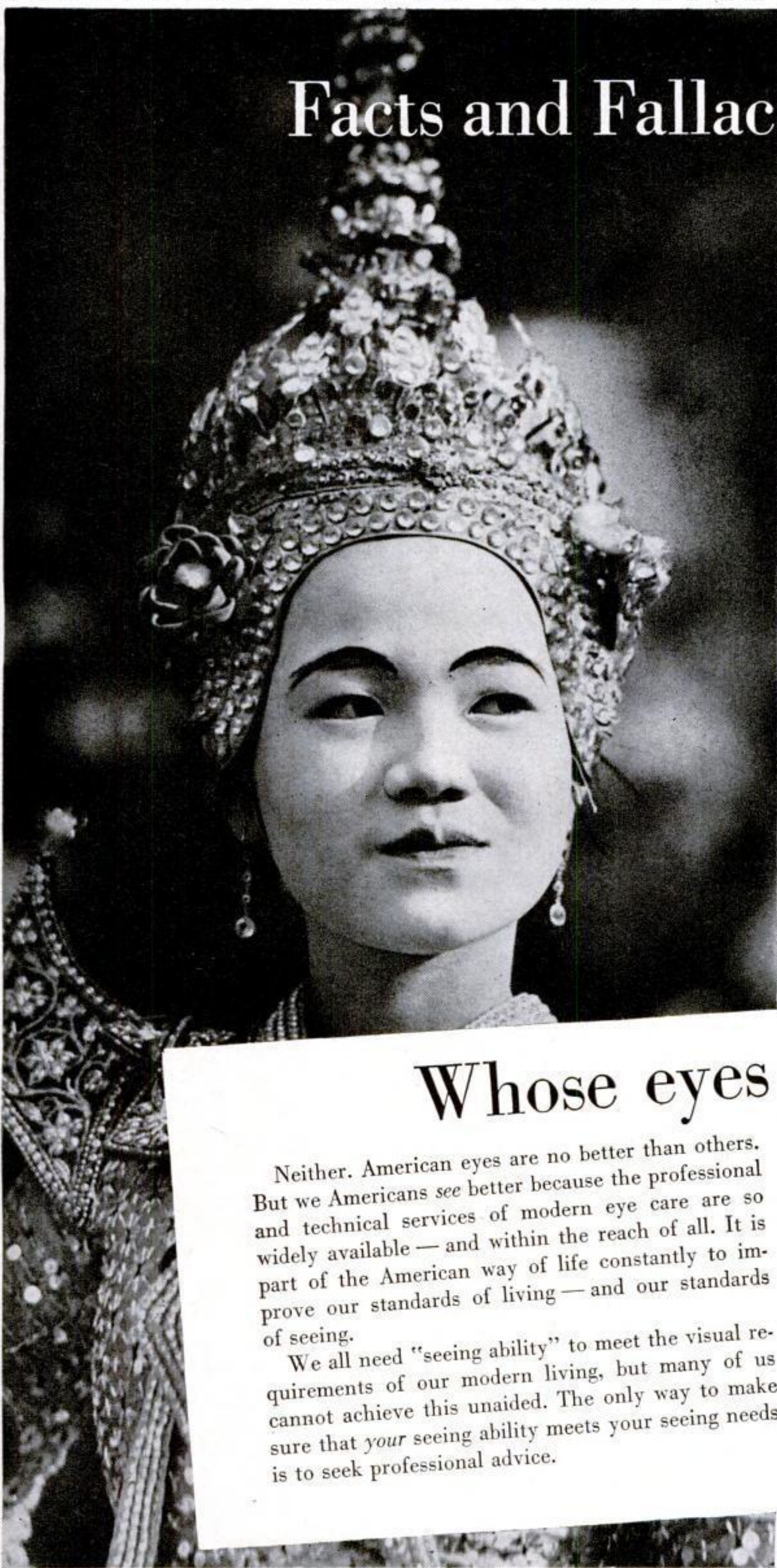
This attitude mellowed considerably, however, after he was persuaded to play in what the producer, Samuel Goldwyn, called "a sordid story, but artistic." Despite its sordidity, the motion-picture critics pronounced Olivier's performance in *Wuthering Heights* the outstanding one of 1939 and Olivier is grateful to its director, William Wyler, for proving to him that the screen is a valid medium of art. He now holds that both screen and stage are essential to an actor's education.

Olivier was in Hollywood playing Lord Nelson to Vivien Leigh's

CONTINUED ON PAGE 140



# Facts and Fallacies about Seeing



## Whose eyes are better?

Neither. American eyes are no better than others. But we Americans *see* better because the professional and technical services of modern eye care are so widely available — and within the reach of all. It is part of the American way of life constantly to improve our standards of living — and our standards of seeing.

We all need "seeing ability" to meet the visual requirements of our modern living, but many of us cannot achieve this unaided. The only way to make sure that *your* seeing ability meets your seeing needs is to seek professional advice.

Glasses alone won't correct faulty vision. They are important, but their aid to your visual comfort and efficiency depends upon the professional and technical services of Optometrists, Ophthalmologists, Ophthalmic Dispensers (Opticians).

We Americans owe our high standards of vision to their professional and technical services, some of which are illustrated below. Services like these are essential to your seeing ability — your eye comfort, your visual efficiency. It is these services which have helped Americans see better. It is for these services — *not* for glasses alone — that you pay a fee.



**EXAMINATION:** Professional examination for possible pathological eye conditions.



**REFRACTION:** Scientific measurement of your ability to see.



**PRESCRIPTION:** Carefully prepared professional conclusions and the instructions necessary to correct your vision.



**INTERPRETATION:** Careful technical and scientific compounding of the exact materials of your prescription.



**FITTING:** Scientific, minute adjustment of your prescription to *your* eyes.



**RE-EVALUATION:** Verification of the refraction and the prescription.



**SERVICING:** Assurance that the requirements of your prescription are being constantly maintained.

American  Optical

• COMPANY

Founded in 1833 — the world's largest suppliers to the ophthalmic professions.

Copyrighted, 1948, by American Optical Company



# Coughs Stop *fast*



**PINE BROS.**  
SINCE 1870  
**GLYCERINE TABLETS**  
For Throat Irritations  
HONEY HONEY  
TEN CENTS

**10¢**  
U.S. ONLY  
5 pleasing flavors

**Quick! Effective! Safe!**  
That's the 78-year record of Pine Bros. Glycerine Tablets in relieving coughs due to colds. They cover your dry, cough-torn throat with a moist, soothing film of glycerine, and relief comes fast. No strong drugs. Use them freely.

**WON'T UPSET YOUR STOMACH**  
PINE BROS., INC., PHILADELPHIA



**DIRECTING HAMLET**, Olivier wades in hip boots while setting up rehearsals for scene in which Ophelia (Jean Simmons, in bathing suit and cap) drowns.

## OLIVIER CONTINUED

Lady Hamilton (the film is reputed to be Winston Churchill's favorite) when England declared war. He was overage and not eligible by any special military qualification. So between scenes he took flying lessons at Clover Field in Santa Monica, rolling up 200 hours in the air within four months. Shortly after, the Oliviers sailed together for England. He was commissioned an ensign in the Fleet Air Arm, given a stiff training course, promoted to lieutenant and assigned to gunnery instruction.

"War or the theater, not both," he objected when opportunity arose for deferment to permit him to stage a play. But in 1943 the British Ministry of Information requested his appearance in a film, *Adventure for Two*, to be made in the interests of Russo-British relations. ("Henry V," he says, "was made in the interests of Anglo-British relations.") He was never recalled to military duty. The Admiralty felt that he and Richardson could better serve Britain's war effort by helping to revive the Old Vic amid the buzz-bombs.

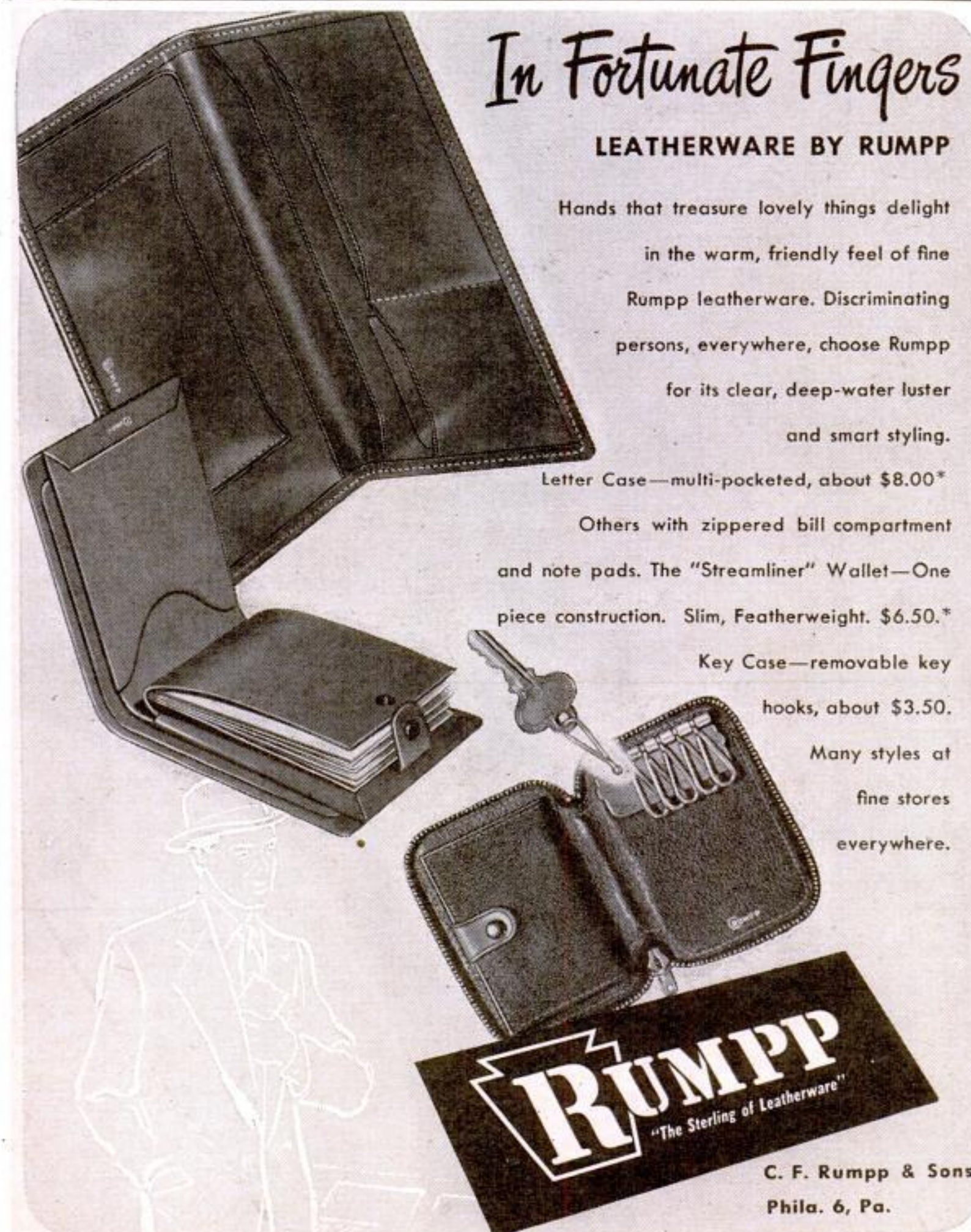
Olivier emerged from the war a mature artist, not comparable to the Bright Young Man of 1940 whom one critic found "mannered and affected." He denies that the emotional impact of war had anything to do with this progression, as some of his friends suggest. "I had just grown older, that's all," he says.

When mounting a play or producing a film, Olivier starts his day at 8 a.m. Hopping out of bed in his four-room house in London's arty Chelsea district, he breakfasts on tea and toast and tools off in one of his two cars (an Austin and a Rolls-Royce) either to the picture studios at Denham or the New Theater. He normally puts in a 12- to 16-hour day, interrupting it only for a light but choosy snack around noon, frequently in the Garrick pub in Charing Cross. He dines and wines as fastidiously as is possible in England today, being a practiced gourmet. He prefers French dishes. Although he cannot speak the language, he is fluent in the high-toned jargon of the epicure. He never smokes before lunch but thereafter consumes at least a pack—American brands when he can find them, otherwise Craven As.

## Two foot bones for "Hamlet"

**H**IS power of concentration on stage or set is phenomenal. When he was directing *Hamlet* the camera dolly once accidentally ran over his foot. Whether he was so preoccupied with the job in hand that he didn't notice what happened or simply gritted his teeth and went on working, he said nothing until the scene was finished. Then it was discovered that two bones had been broken in his foot.

He drives straight home after work, avoiding nightclubs, has supper, prepared for him by Lady Olivier, and drinks whisky. "I enjoy drinking," he admits, "and I drink a good deal." The kind he likes best is bourbon, a taste regarded by every right-thinking Englishman as indecent. He will polish off eight or nine highballs



## In Fortunate Fingers

### LEATHERWARE BY RUMPP

Hands that treasure lovely things delight in the warm, friendly feel of fine Rumpp leatherware. Discriminating persons, everywhere, choose Rumpp for its clear, deep-water luster and smart styling.

Letter Case—multi-pocketed, about \$8.00\*

Others with zippered bill compartment and note pads. The "Streamliner" Wallet—One piece construction. Slim, Featherweight. \$6.50.\*

Key Case—removable key hooks, about \$3.50.

Many styles at fine stores everywhere.

**RUMPP**  
"The Sterling of Leatherware"

C. F. Rumpp & Sons  
Phila. 6, Pa.





DEFY DIAPHORESIS



During the war, The Springs Cotton Mills was called upon to develop a special fabric for camouflage. It was used in the Pacific to conceal ammunition dumps and gun emplacements, but the Japanese learned to detect it because of its lack of jungle smells. To overcome this, when the fabric was dyed, it was also impregnated with a permanent odor of hibiscus, hydrangea, and old rubber boots. The deception was so effective that when Tokyo fell, the victorious invaders hung a piece of this fabric on a Japanese flagpole.

This process is top secret, and the fabric is now available to the torso-twister trade as SPRINGMAID PERKER made of combed yarns 37" wide, 152 x 68, weight 3.30, the white with gardenia, the pink with camellia, the blush with jasmine, and the nude dusty.

If you want to avoid dancer's diaphoresis and the steatopygic stance, kill two birds with one stone by getting a camouflaged camisole with the SPRINGMAID label below your trademark.


**SPRINGS MILLS**
  
 200 Church Street • New York 13, New York  
 Atlanta Chicago Dallas Los Angeles  
 SPRINGMAID sheets, pillowcases, diapers, broadcloth, poplins and tubings



*Served to the  
Viscountess Furness  
in the Drawing Room of her  
Beverly Hills Home*



### VISCOUNTESS FURNESS...or You!

**W**HETHER it's VISCOUNTESS FURNESS, entertaining in the formal atmosphere of a California drawing room—or you, playing host to neighbors or friends, you'll find Pabst Blue Ribbon always a pleasant, friendly companion.

That ever-faithful, real beer flavor you enjoy in Pabst Blue Ribbon

was achieved by 104 years of pioneering in the *Art of Brewing...* and the *Science of Blending.*

By tasting, by comparing, you will understand why millions the world over have settled down to the real beer enjoyment and satisfaction that come with blended, splendid Pabst Blue Ribbon.

*Pabst*  
**Blue Ribbon**



Tune in the EDDIE CANTOR Show  
Every Thursday Night over N B C.

Copyright 1948, Pabst Brewing Company, Milwaukee, Wisc.

**33 FINE BREWS BLENDED INTO ONE GREAT BEER**



## OLIVIER CONTINUED

without visible effect before retiring at about 1 a.m. While drinking, he usually plays the phonograph, favoring serious over popular music. He collects early church music, a vestige of his ecclesiastical upbringing. His favorite composer is Handel.

On his rare free days Olivier relaxes violently at Notley Abbey, driving down there from London at a furious clip. He is fond of fast, handsome cars and his Rolls-Royce was one of the first to come off the assembly line since the war. His only sports are riding, swimming and tennis. He is a fair horseman, but his swimming is undistinguished and his tennis worse. He is, however, a skilled and ardent gardener. Lately he has taken up dairy farming.

Guests at Notley Abbey are drawn from a tight little coterie of theatrical celebrities, frequent ones being the David Nivens, the Garson Kanins and the Rex Harrison. Olivier is a charming and openhanded host, quick to make his friends feel by delicate compliment and thoughtful gifts how much he likes them and what splendid people they are.

Until recently Olivier's wife was confined to the country, having contracted tuberculosis. She recovered sufficiently, however, to join Olivier on his Australian tour and to play opposite him in three productions. "Their love," says a friend, "is the most beautiful thing I have ever known." They are continually kissing and holding hands in public and are likely to be as moody as turtledoves when apart. Olivier keeps a miniature of Vivien at hand wherever he is working and telephones her at least once a day. He would as soon stage a production for her as act himself. When he is acting she visits the theater or studio two or three times a week.

They met in 1934. He was still married to Jill Esmond and she to Leigh Holman, a London barrister. In 1939, when she journeyed to Hollywood to be near him during the filming of *Rebecca*, Olivier convinced Myron Selznick, the actors' agent and brother of David Selznick, who was then casting his production of *Gone With the Wind*, that she would be the ideal Scarlett O'Hara. The burning of Atlanta was already consuming most of the sets in Culver City and all three went to watch the fun. "Viv looked lovely that night," Olivier recalls. "Her eyes were dancing in the light of that tremendous blaze. When I saw her like that, I knew she would get the part." They were married the following year.

In any sense that a banker would understand, Olivier is broke. He receives less money for all his work in the Old Vic than a Hollywood character player. As actor-director, his total earnings run around only \$500 a week. Although film companies pay him whopping sums and he produces a successful stage hit now and then on his own (the London productions, for example, of *Born Yesterday* and *Skin of Our Teeth*), British taxes take most of his earnings. He figures that if he and his wife were to do another film in Hollywood, their combined net earnings could not exceed \$2,000. He has expensive tastes and generous impulses and what is left after taxes evaporates like dew.

Olivier has barely attained the prime of his creative vigor, and the vistas open to him are limitless. He has already indicated that he hopes to do film versions of *Macbeth* and *Othello*. And he dreams that some day, if ever he should command enough funds at one time, he will be able to build a private theater at Notley Abbey. He would then be able to breathe 24 hours a day the atmosphere which suits him as water suits a fish.



AT HOME in London the Oliviers spend their evenings quietly. The Siamese cat in her lap accompanies them to first rehearsals of new productions, for luck.

# Jayson Whitehall

THE SHIRT THAT GIVES MOST FOR THE MONEY!



Made of IMPORTED EGYPTIAN COTTON—worth twice as much as cotton used in even higher priced shirts!

### 60% STRONGER

Egyptian Cotton's longer fibre makes Whitehall 60% stronger by test\* than shirts at higher prices. WEARS MUCH LONGER.

### GREATER PERMANENT LUSTRE

Sparkles more brightly even after a year's laundering. Lustre can't wash out. Smoother, richer, luxury look and feel thru-out its longer life.

### DEMAND WHITEHALL...

THE LUXURY SHIRT AT THE ECONOMY PRICE—In Broadcloth or Oxford—all popular collar styles.

ONLY \$3.95

THE NATION SAYS  
*Jayson*  
SHIRTS • SPORTWEAR • PAJAMAS

\*U. S. Testing Co., Inc., Tensile Strength Test No. 80856 and Hatch Textile Research, Tensile Strength Test. Fabric shrinkage less than 1% by Government Standard Test.

WHITEHALL SYMBOL OF GREATER VALUE IN ALL JAYSON PRODUCTS

F. JACOBSON & SONS, INC., 1115 BROADWAY, NEW YORK 10  
SHIRTS • SPORTWEAR • PAJAMAS • MAKERS OF **Excello Shirts**

Copyrighted material



*Today especially*

when aged whiskies\* are scarce...

# IT TAKES A SECOND LOOK TO FIND REAL QUALITY



## FRONT LABEL Symbol of Quality...

This label is your guide to quality—to selecting the brand you want.

## BACK LABEL Proof of Quality...

This label is required by the U.S. Government. It tells you the age and amount of base whiskies in the blend.

Today especially, with the shortage of fine aged whiskies, it's important for you to know the age and amount of straight whiskies in the blend you buy. That's why we urge you to look at the back label as well as the front label—to take a "second look" before you choose a whiskey.

Yes, especially *today* it's good to know that Three Feathers—backed by America's largest reserves of fine old whiskies—continues to give you the same generous quantities of five, six, and seven-year-old

whiskies, blended with choice grain neutral spirits. Read this special formula:

## \*RARE BLENDED WHISKEY

86 proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.

## Quality Assurance

You are assured of Three Feathers' continued rare good taste because the whiskies in the Three Feathers blend are drawn from America's largest reserves of fully aged, fully matured quality whiskies.

No other concern in North America can make this statement!

# THREE FEATHERS

...choice of those who take a second look for quality





WIND-BLOWN SKIRT OF THIS LIGHTWEIGHT MUTATION MINK BY MAXIMILIAN FOLLOWS THE SEASON'S NEW CLOTH-COAT LINES

## NEW FURS

**They weigh little, come in many colors**

The swirling mink coat above embodies two of the most important innovations in the fall season's new fur styles: it is light enough in weight (5¾ pounds) to swirl gaily in the breeze, and its 150 female mink skins are sewed to make it fit like a trim cloth coat. Unpadded shoulders, a snug-fitting waist and spiral sleeves replace the bulky, bundled-up-in-a-rug look. The flowing skirt, which is 14 feet in circumference at the bottom, makes the coat look and act almost like a dress. The price of this particular coat is sky high (\$15,000) but the same principles of light weight and trim lines apply just as well to the inexpensive furs like muskrat or mouton or rabbit (*right*). A third innovation this year is to bleach and dye furs to give them such unanimal-like colors as bright red or navy blue.



**POLO-STYLE** coat of New Zealand rabbit retails at Lord & Taylor for \$195, comes in four colors.



## WATCH THE COLLEGE GIRLS



they  
start  
the  
trends

Look to the girls at college for a preview of things to come. These youngsters are tradition-free, so their ideas and their ways are fresh and stimulating to others. ...Take the case of Tampax. The sales of this monthly sanitary protection soar in women's college towns — showing that an improvement has been discovered for a troublesome part of feminine life!

NO BELTS  
NO PINS  
NO PADS  
NO ODOR

You wear no belts, pins or external pads with Tampax. It is a simple and efficient *internal absorbent* made of surgical cotton compressed in a dainty applicator. Your hands need never touch the Tampax and *you do not feel it* when in place. Insertion is easy. Changing quick. Disposal no problem.

No hampering bulk with Tampax. No "edge-lines" or chafing. *No odor*. You're as free from these annoyances as at other times. Nothing about Tampax to worry you or lower your self-assurance. ... You buy Tampax at drug and notion counters. Three absorbencies — Regular, Super, Junior — for varying needs. Average month's supply slips into purse. Use it "next time." Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by  
the Journal of the American Medical Association

TAMPAX INCORPORATED  
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

( ) REGULAR ( ) SUPER ( ) JUNIOR

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



LEOPARD SKIN from Africa went into this fitted jacket with unpadded shoulders. It can be worn under coat like suit jacket.



MOLESKIN JACKET by Esther Dorothy sells for about \$500, is dyed bright red. Styled like blazer, it has full, push-up sleeves.

*Fit for a Queen*

Famous for fine mesh,  
perfect fit and exact hair shades

**Royalty** HAIR NETS

DU PONT NYLON • HUMAN HAIR • SILK • RAYON

## A WARNING FROM THE WALL STREET JOURNAL

In times like these you need to keep up-to-the-minute on news affecting your future and the future of your business.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your income. You get the facts in time to protect your interests, or to seize quickly a new profit-making opportunity. You are promptly informed on every major new development relating to: Taxes, Prices, Inventories, Industries, Production Trends, Commodities, Securities, Marketing, Consumer Buying, Labor, World Trade, Finance, Government Buying and New Legislation.

The Wall Street Journal is the complete business daily. Has largest staff of writers on business and finance. The only business paper served by all four big press associations. Try it for 3 months. Just tear out this ad and attach check for \$6 and mail. Or tell us to bill you. Trial subscription, \$6 for 3 months (in U. S. and Possessions). Address: The Wall Street Journal, 44 Broad St., New York 4, N. Y.

Readers in Pacific Coast states and Arizona, Idaho, Nevada and Utah please address 415 Bush St., San Francisco 8, Calif. L 10-18

**Apsco**

*Pencil Sharpeners*

FOR OFFICE, SCHOOL AND HOME.  
DEXTER, GIANT, PREMIER, CHICAGO AND OTHERS.  
AUTOMATIC PENCIL SHARPENER CO., ROCKFORD, ILL.  
LOS ANGELES, TORONTO.

## FEET HURT?

Quick Relief from  
Tired, Aching Feet,  
Weak, Fallen Arch

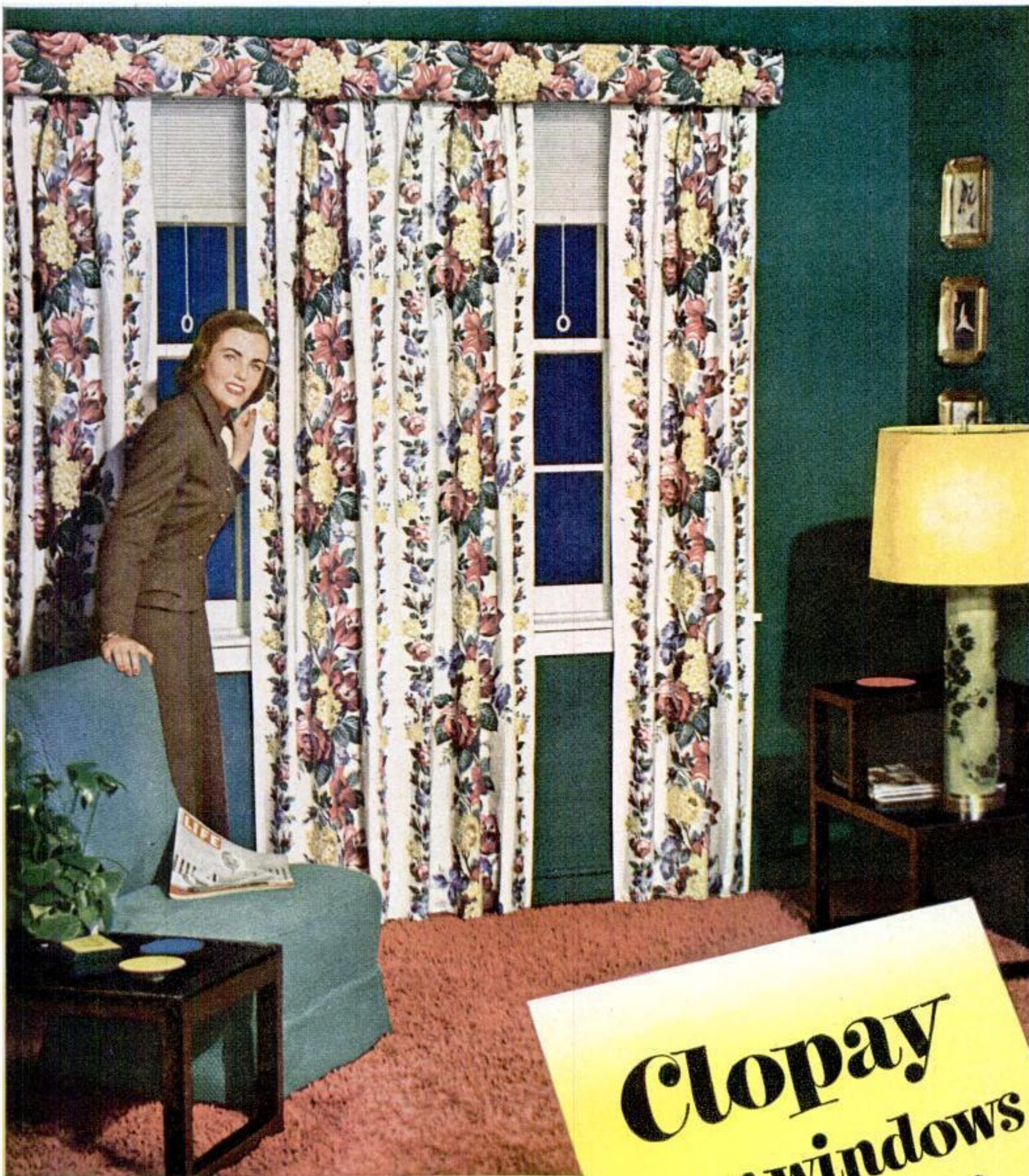


Dr. Scholl's Foot-Eazer and exercise quickly relieves tired, aching feet; rheumatic-like foot and leg pains or sore heels, due to weak or fallen arches or flatfoot. Thin, light, flexible. Fit in any shoe like an insole. Expertly fitted at Shoe, Dept. Stores and at Dr. Scholl Foot Comfort Shops. \$5.00 pair.

**Dr. Scholl's** FOOT-EAZERS

CONTINUED ON PAGE 149





Clopay Drapes—so budget right—so beautiful because Clopay and only Clopay gives you the 7-point perfection that makes these plasticized fibre drapes so strikingly superior. Choose from among 40 different color and pattern combinations. Clopay Drapes, complete with matching valance or tie-backs.....per pair only **98¢**  
Modern box cornices shown at left only 39¢ each.



Clopay Curtains to put a touch of California color at your windows. Many marvelous patterns and two delightful styles: 7-piece Cottage Sets, (lower left) for as little as 65¢. 5-piece Hollywoods (above) only **45¢**  
Clopay Decorated Window Shades. Delightfully different! In a multitude of gay patterns. Off rollers, from 29¢



Clopay De Luxe Window Shades. New, smart! Ribbed for that velvety-rich "corduroy" effect. Clean with soap and water. Straight hanging, smooth rolling. And *ob* so low in cost! Off rollers, from **55¢**  
(On rollers, about 20¢ extra)

**Clopay**  
your windows  
—pay with  
pennies...

CLOPAY—and only Clopay—gives you 7-Point Perfect Drapes. (1) Duo-soft: mechanically softened in two directions. (2) Styled by leading artists. (3) Matched panels: designs match from side to side when hung. (4) Patented Self Pleater: drapes fall automatically into luxurious French folds. (5) Sun-resistant. (6) Guaranteed controlled moisture absorbency. (7) Laboratory controlled at each stage of manufacture.

*Remember*  IT WILL PAY TO SAY

**CLOPAY**

*Beautiful Windows at Low Cost*

at your favorite variety, department or neighborhood store

Some Prices Slightly Higher Denver and West

Clopay Corporation, Cincinnati 14, Ohio





PICTURE OF A PACEMAKER—Here's PM the Popular Mixer, headed your way . . . the rising favorite whose public demand has *multiplied fifty times over!* Just compare PM's richer, mellower blend . . . for taste . . . for quality! Price-wise and pleasure-wise, PM's *Plenty More for your money.*



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York, N. Y.  
Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.





ALASKA SEAL, light and velvety, fits snugly over shoulders, flares out in back. This popular fingertip style is by Maximilian.



CLOTH COAT by Monte-Sano becomes as sumptuous and expensive (\$735) as many fur coats by addition of lavish sable collar.

# COLDS

In a minute—relief from miseries begins



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.
2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.
3. In a minute, Minit-Rub's active



menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!

GREASELESS  
STAINLESS

## MINIT-RUB

Available in small and large tubes

PRODUCT OF BRISTOL-MYERS

BESTFORM

no finer fit  
at any price

to minimize  
your waist-line...

Bestform's all satin,  
Talon zipper figure molding  
girdle, featuring "swing-back"  
elastic band for a flat  
midriff and vertical stretch  
back. At fine stores.

Style 5664—16", sizes 26-34. \$7.50  
Style 5464—14", sizes 25-32. \$6.50  
In white, nude and blue.





IN THE HAMMOCK BEHIND HIS PALM-THATCHED HUT (LEFT), HERMIT SILAS DENT STRUMS HIS GUITAR. "THE NICE THING ABOUT THIS LIFE," HE SAYS, "YOU

## *The Happy Hermit of Cabbage Key*

**He thrives on solitude, clams and a \$38-a-month pension**

On a carefree day in 1900 Silas Dent, then 19 years old, tied his clothes in a shirt, kissed his mother and walked off their three-horse farm in Coffee County, Ga. to become a sea captain. But in the next 36 years he kept getting sidetracked into other jobs. Finally failing at hog farming in 1936, Dent stopped bucking the strong tide of civilization and started to drift. The wash carried him to Cabbage Key, an idyllic but insect-infested strip of beach and mangrove jungle off Tampa Bay, Fla. There he built a palm-thatched hut, set up an iron bed and a rusty stove and earned pocket money digging clams and cutting fly whisks from palm leaves for the winter tourists in nearby Pas-a-Grille. Today as he thumps his guitar in his hammock, digesting a fried-fish lunch and debating between frittered clams and boiled palm cabbage for supper, 67-year-old Silas is a happy hermit.



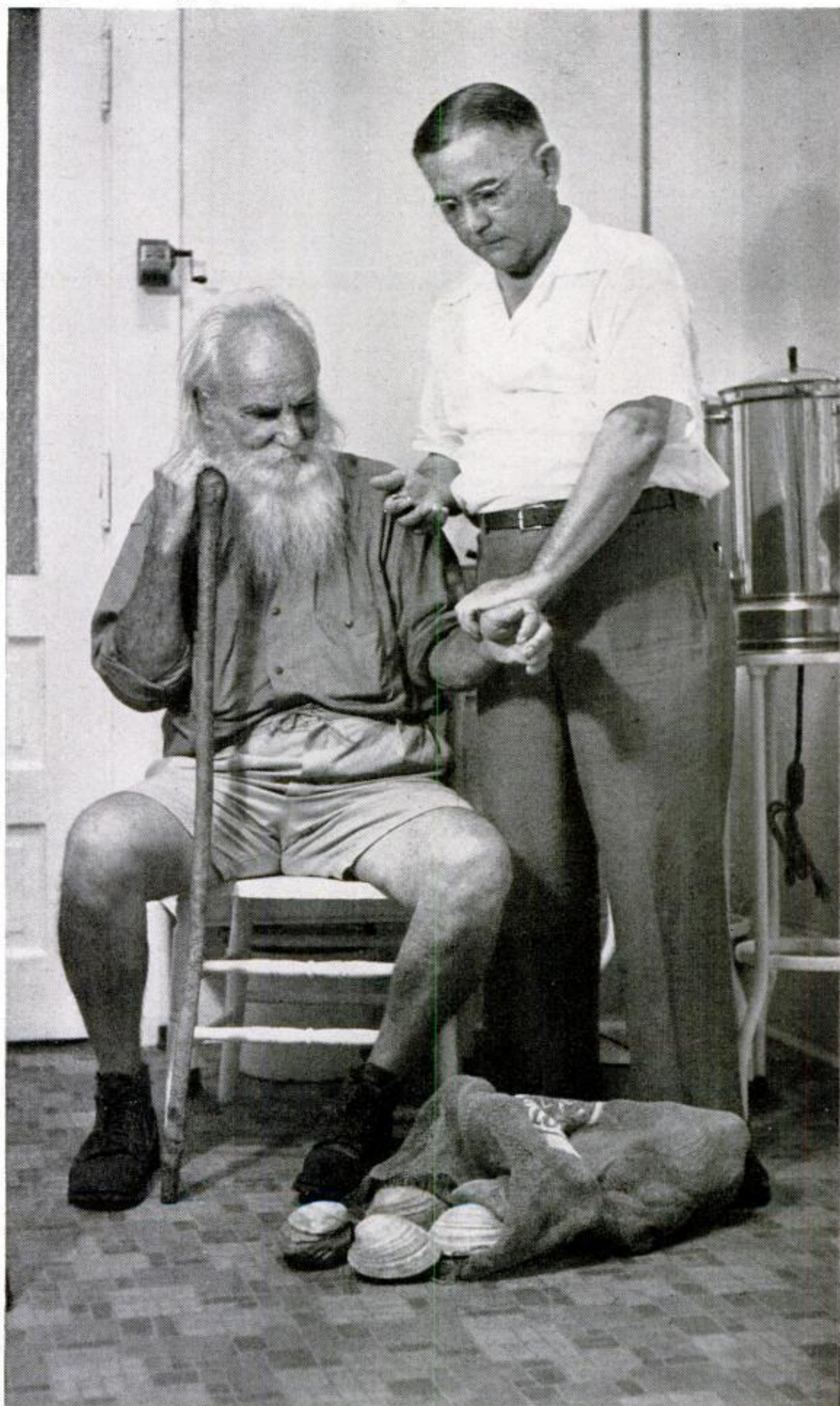


CAN GET UP, GO TO BED, OR DO ANYTHING YOU WANT WHENEVER YOU WANT."

But even hermit life, Silas finds, has its nerve-racking complications. Mosquitoes are everywhere. The scorpions that climb into bed must be aroused gently and caught just so behind their stingers. He is also troubled with rats. "They got so bad," he says, "that I got cats. The cats ate a flock of tame cardinals I had and wouldn't catch the rats. I still have rats." But more worrisome to Silas, psychologically, is a seeming bonanza which came to him in 1946—a \$38-a-month old-age pension from the state. With this anchor to windward Silas suddenly found himself getting lazier and selling fewer clams. "I never seem to get ahead," complains the old man, who now needs money to repair his boat's broken engine. "But maybe," he adds brightly, unconsciously using a phrase familiar to the civilization he fled, "maybe I'll visit relatives until I catch up."



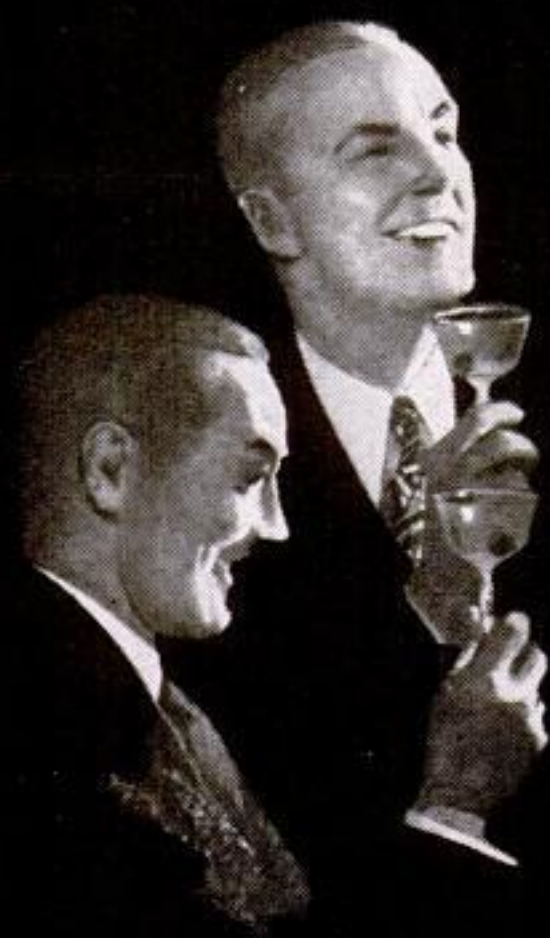
**WADING IN A SHALLOWS**, Silas pitchforks clams into his boat. About eating them he argues, "Some people clean clams first, remove the black stuff. I don't. It's all clam."



**ANNUAL CHECKUP** by Dr. Alvin Mills of St. Petersburg is paid for with clams. Despite his haphazard seafood meals Silas has to fight to keep his weight below 200 pounds.



*Better  
Cocktails  
with less work*



Why do it the hard way? Do it the Heublein way! Serve professional cocktails at home . . . superb cocktails made of the finest liquors by cocktail specialists. Just ice and serve. Eight kinds at your local liquor store.

G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

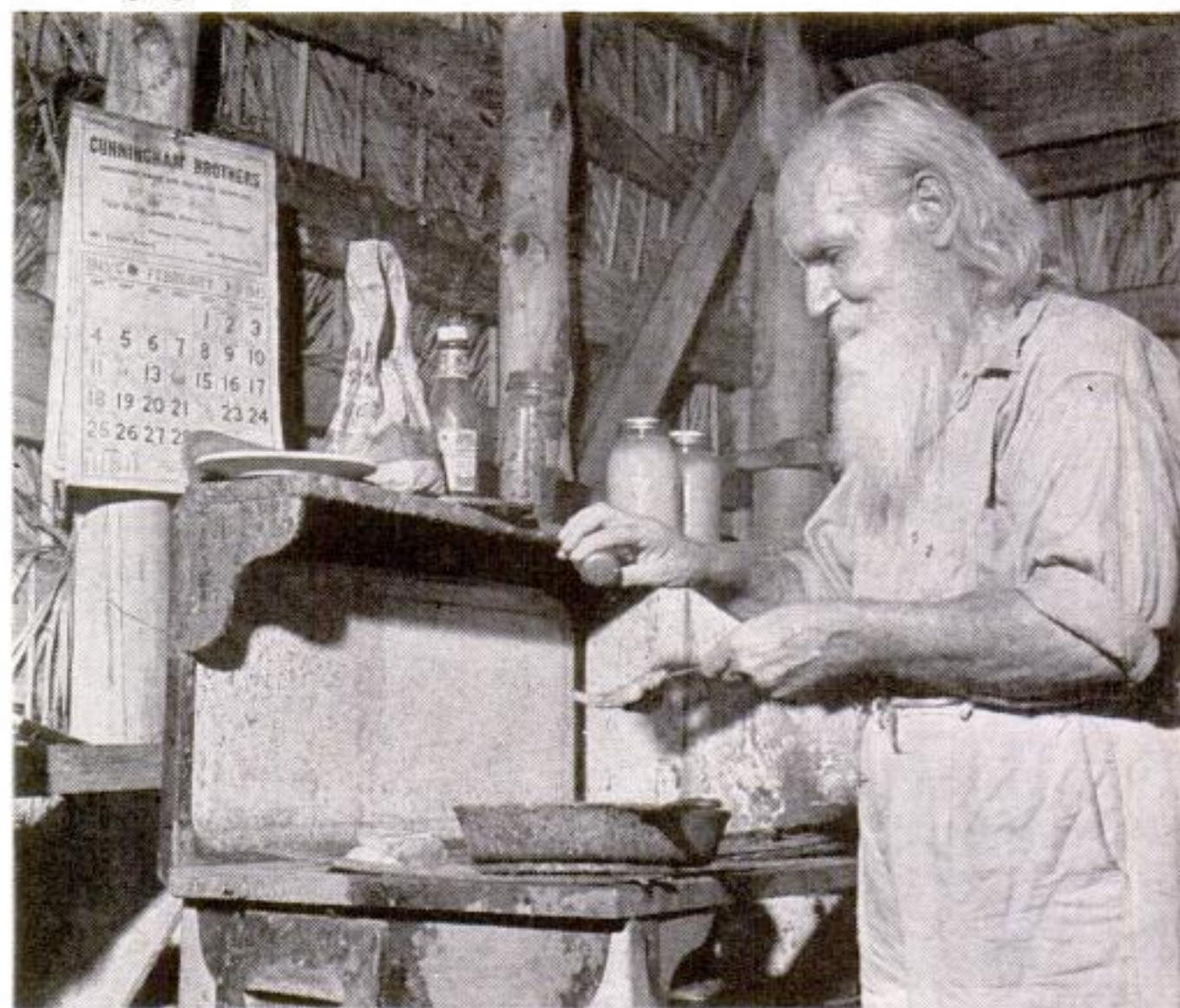


60  
proof

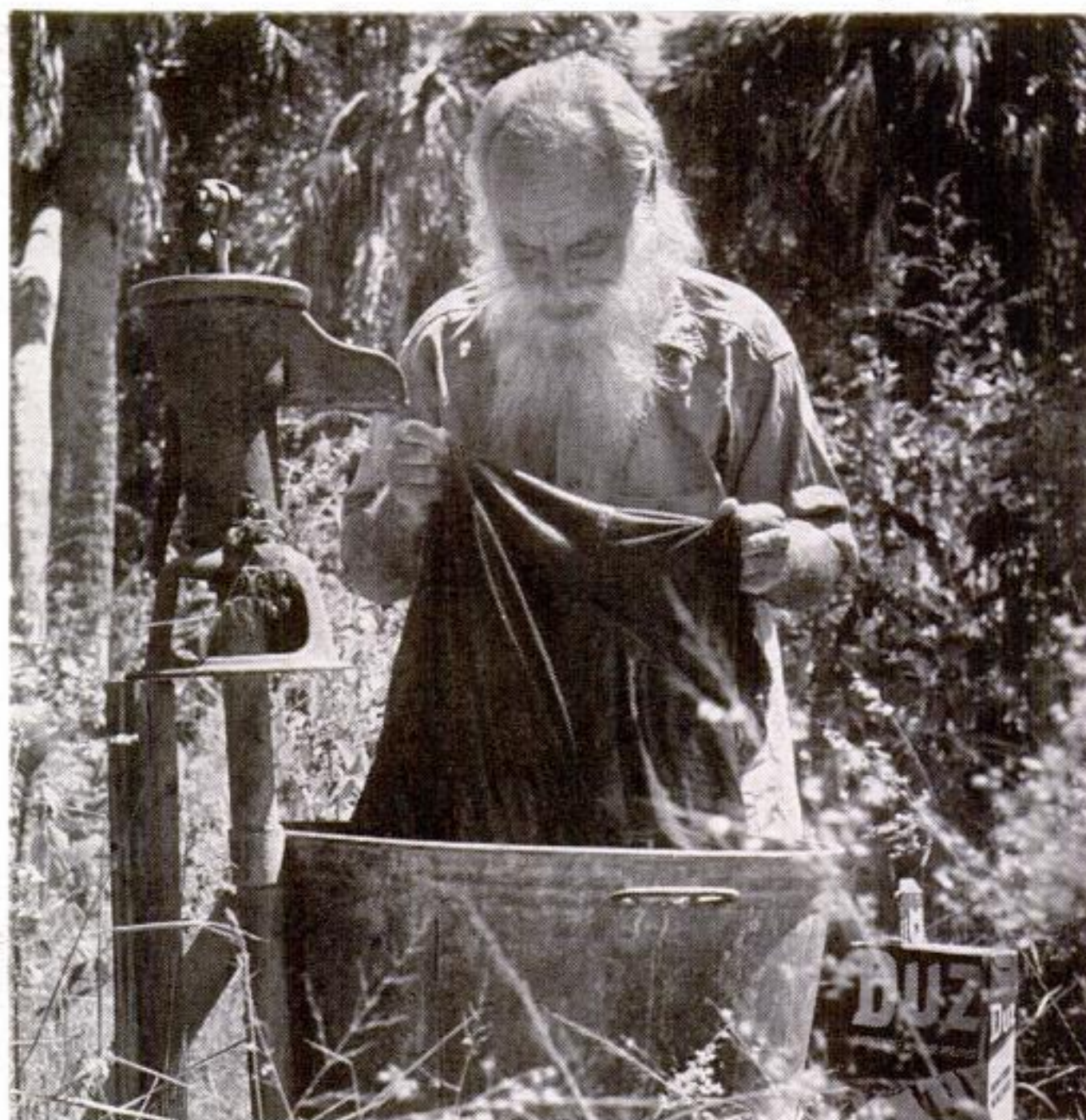
**HEUBLEIN'S** *Club* **COCKTAILS**

\*Reg. U.S. Pat. Off.

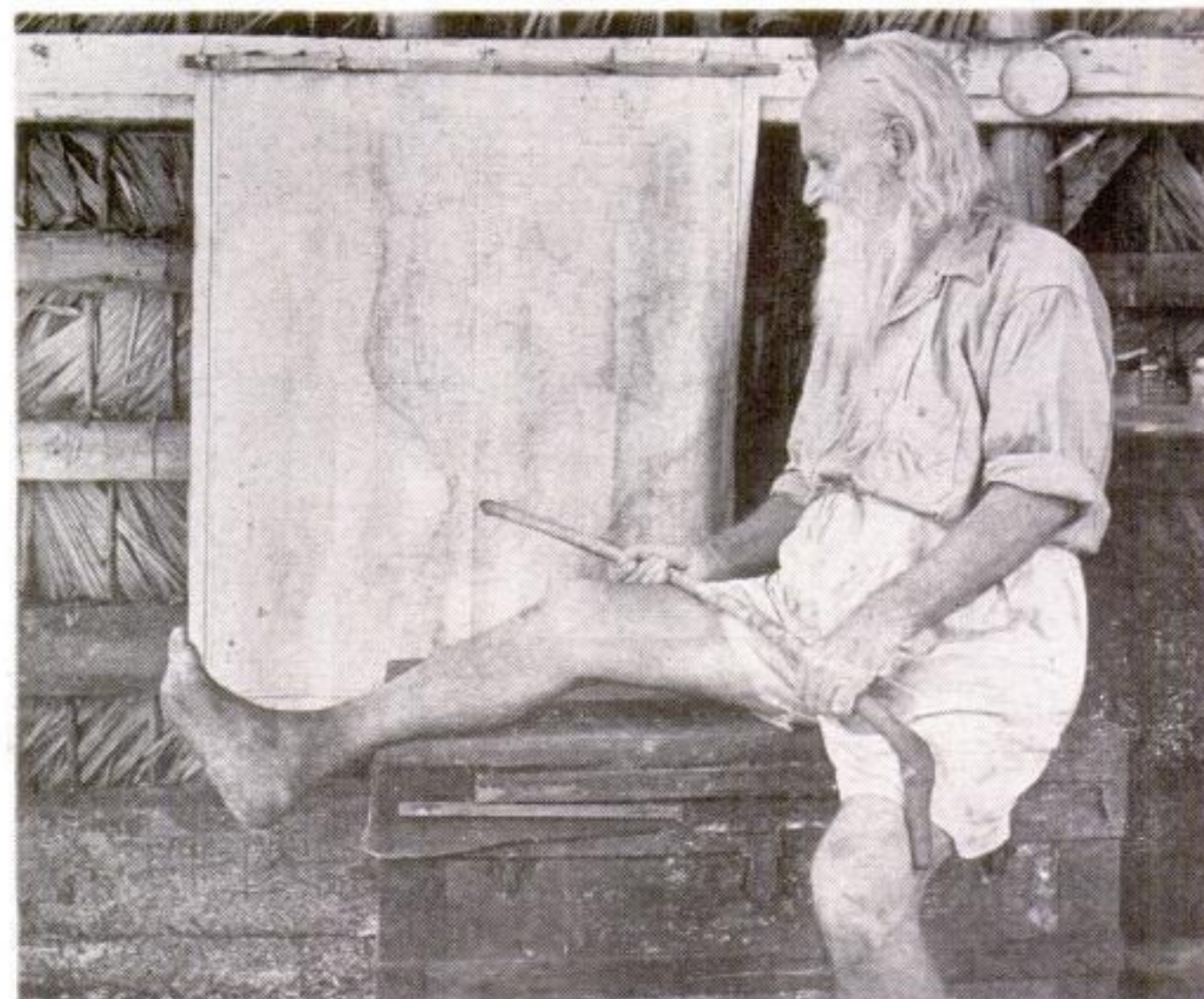
*Happy Hermit* CONTINUED



**LUNCH OF FLOUNDER** is fried by Silas. After tearing one month off the 1945 calendar behind his stove he stopped bothering about the passage of time.



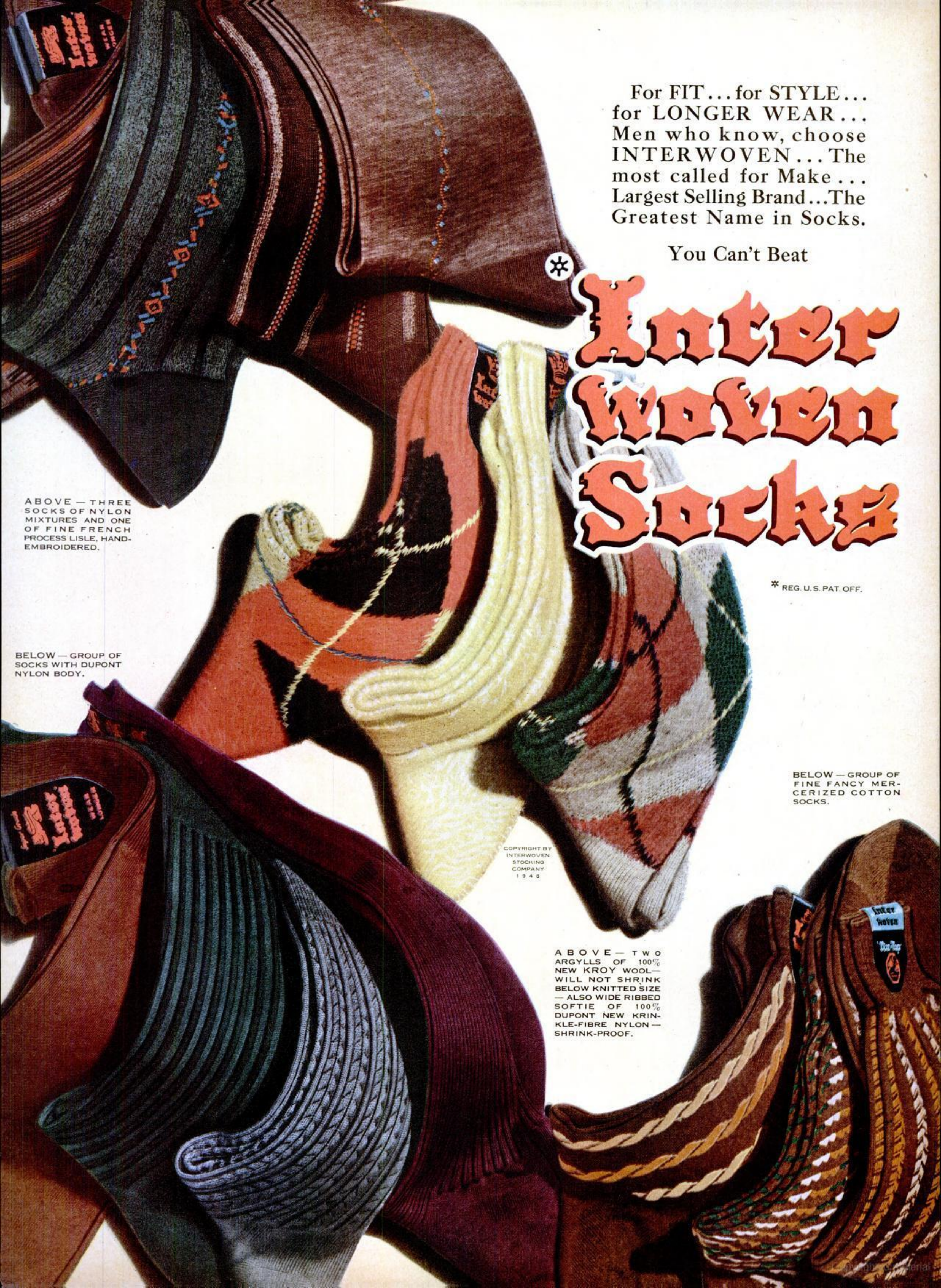
**MONTHLY WASH** consists of sloshing his overalls—and shirt if it seems to need it—in sudsy water. At this rate his soap (right) will last well into 1950.



**ON A FADED MAP** Silas points out Cabbage Key at the mouth of Tampa Bay. Since the key is owned by a nephew-in-law, he is not troubled with rent.

[CONTINUED ON PAGE 155](#)





For FIT... for STYLE...  
for LONGER WEAR...  
Men who know, choose  
INTERWOVEN... The  
most called for Make...  
Largest Selling Brand... The  
Greatest Name in Socks.

You Can't Beat

# Interwoven Socks

\* REG. U.S. PAT. OFF.

ABOVE — THREE  
SOCKS OF NYLON  
MIXTURES AND ONE  
OF FINE FRENCH  
PROCESS LISLE, HAND-  
EMBROIDERED.

BELOW — GROUP OF  
SOCKS WITH DUPONT  
NYLON BODY.

BELOW — GROUP OF  
FINE FANCY MER-  
CERIZED COTTON  
SOCKS.

COPYRIGHT BY  
INTERWOVEN  
STOCKING  
COMPANY  
1948

ABOVE — TWO  
ARGYLLS OF 100%  
NEW KROY WOOL—  
WILL NOT SHRINK  
BELOW KNITTED SIZE  
— ALSO WIDE RIBBED  
SOFTIE OF 100%  
DUPONT NEW KRIN-  
KLE-FIBRE NYLON—  
SHRINK-PROOF.

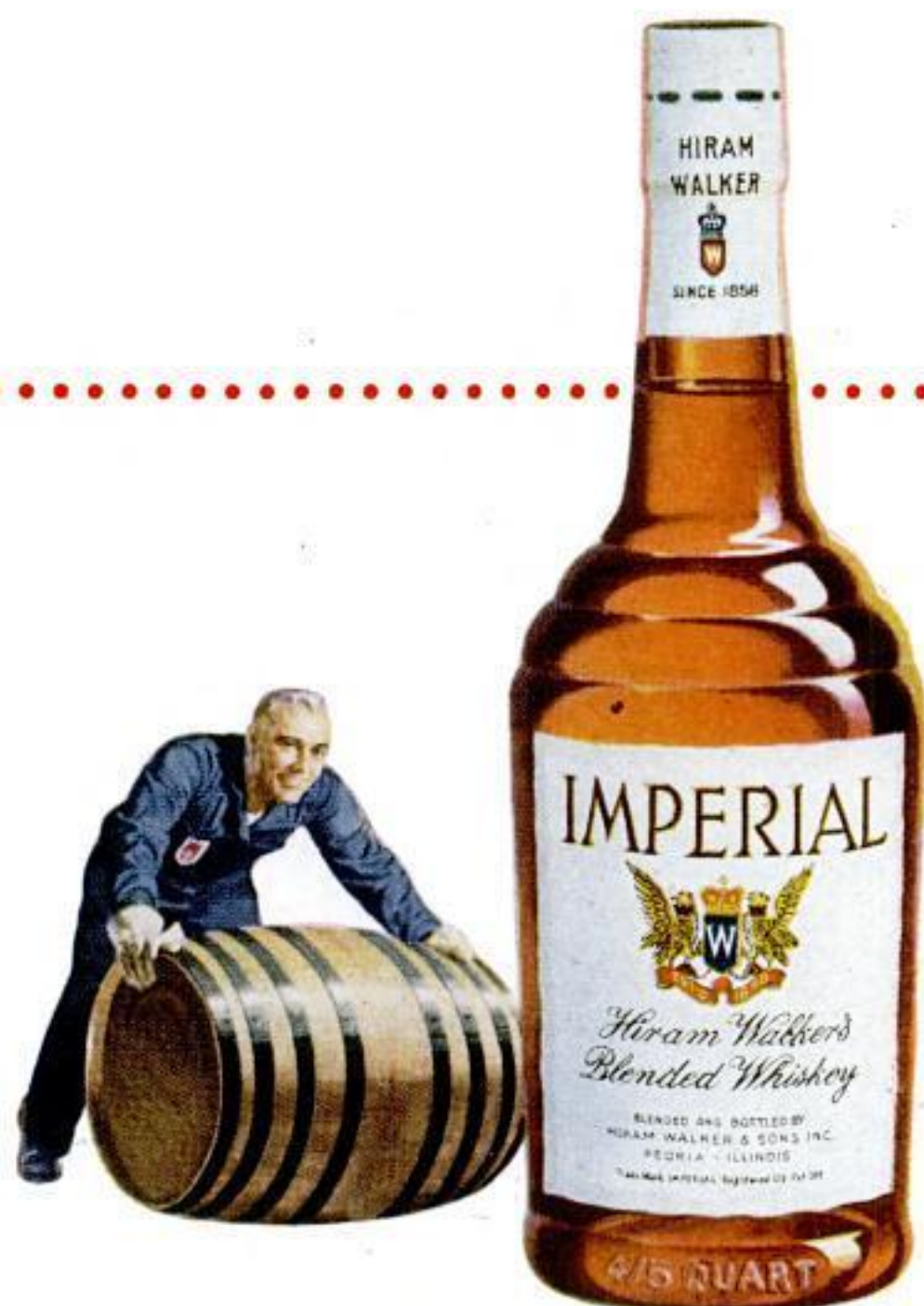


*From coast to coast...*

# 9 out of 10 buy IMPERIAL again!



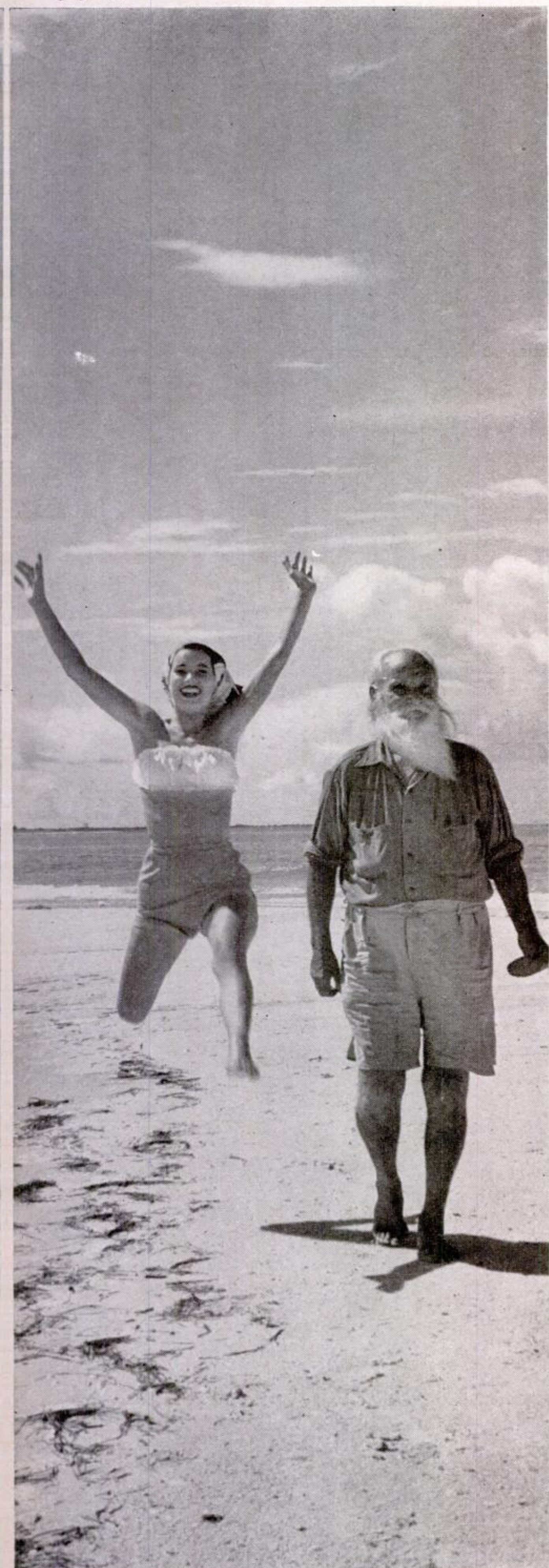
**91.4% to be exact!** From coast to coast, surveys show that 91.4% of Imperial purchasers have bought Imperial *before*—and are buying it *again*! Why? Because Hiram Walker's 90 years at fine whiskey-making makes this whiskey *good*!



*It's good to know...* **IMPERIAL**  
*is made by Hiram Walker.*  
*No wonder nine out of ten buy*  
*Imperial again!*

90 years at fine whiskey-making makes this whiskey good. 86 proof. Blended Whiskey. The straight whiskies in this product are 4 years or more old. 30% straight whiskey. 70% grain neutral spirits. Hiram Walker & Sons Inc., Peoria, Ill.





**PRETTY VISITOR** Gloria Howard accompanied the photographer to Cabbage Key. Silas greeted her with same civility accorded occasional visiting fishermen.

A  
TIME TO  
REMEMBER



*When you baked your first pie*

It came out of the oven just as he came in the door—and weren't you both proud? Your first successful adventure in housekeeping! And what timed that pie to the minute?

A  
CLOCK TO  
REMEMBER



*Sentinel clear-view "Kitchenette" - only \$4<sup>95</sup>*

A modern electric kitchen clock, streamlined, cased in red or white "Lustron" plastic, easy to clean, forward tilted—easy to see—accurate (its motor completely sealed in oil)—and so moderately priced! Just what you have been looking for.

"Kitchenette" is only one of the great Sentinel line of hand-wound and electric clocks, wrist and pocket watches which are at better dealers everywhere. They are all well styled and carefully made by one of America's oldest and largest timepiece manufacturers, with 117 years' experience. Send for free picture folder of Sentinel Clocks and Watches.

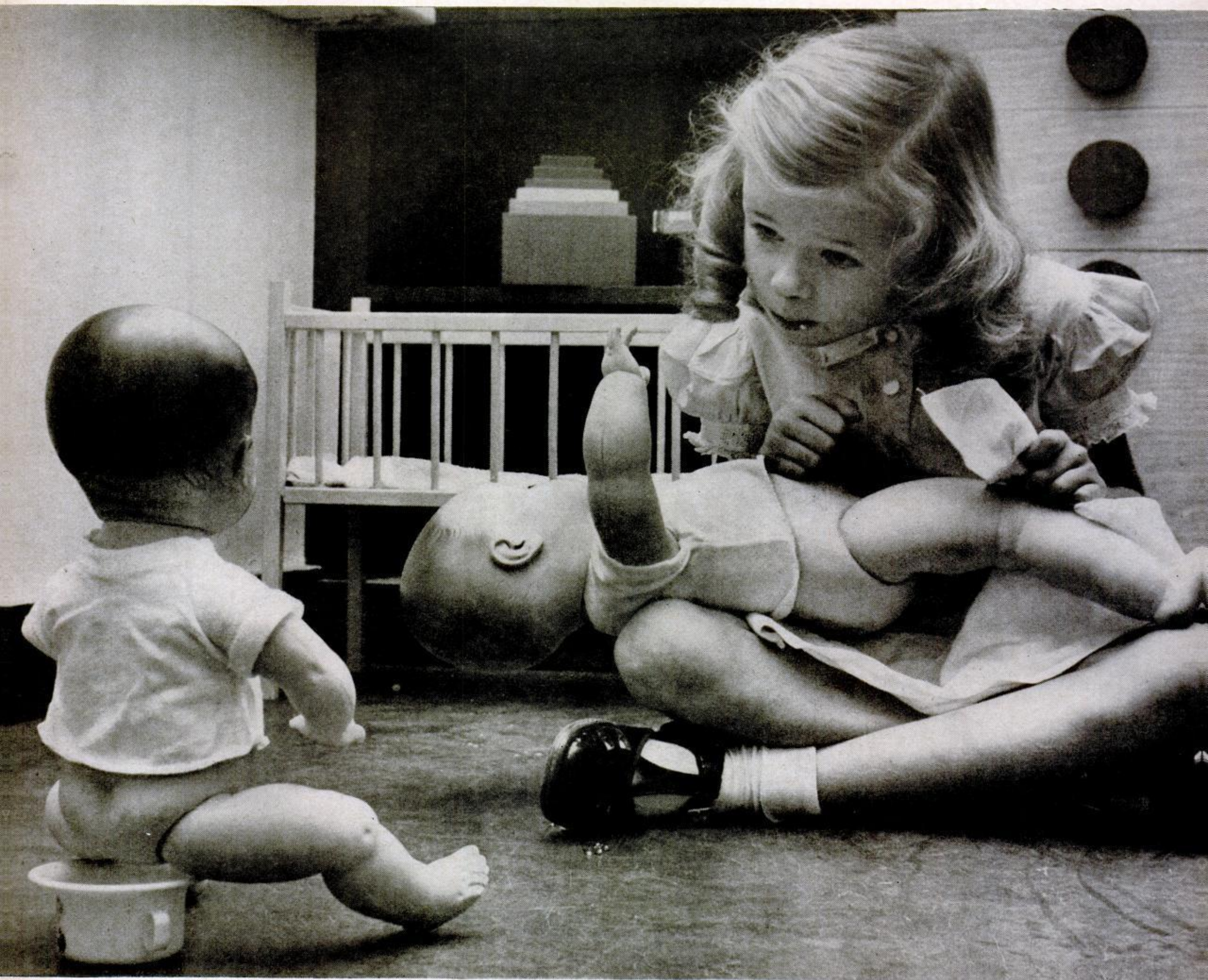
THE E. INGRAHAM COMPANY  
Bristol, Connecticut • Established 1831

A  
NAME TO  
REMEMBER



©1948. Prices exclusive of taxes and subject to change





**POTTY BABY** (*left*) wets when placed on the plastic chamber with which it is equipped (in contrast to the older and more familiar doll, here held by a young moth-

er, which wets as soon as it is fed). The manufacturer argues that Potty Baby helps inculcate good habits in youngsters, claims it is 1948's most important advance in dolls.



MILK FED INTO TRAP IN COW'S BACK EMERGES FROM RUBBER UDDER

## FACTS-OF-LIFE DOLLS

They are subject to all the ills that flesh is heir to

To Victor Hugo the doll was "one of the most charming instincts of female childhood." Hugo of course died in 1885, well before doll manufacturers had launched their current program of relentless realism. This year dolls have achieved a verisimilitude to human and animal physiology which makes any parental explanation of the facts of life virtually superfluous and might have led Hugo to do some rewriting. Thus, while dolls which wet their pants have been dismayingly familiar for some years, this fall saw the introduction of "Potty Baby" ("a doll with controlled wetting"), which wets when set on a chamber (*above*). The child mother is also offered a doll which will spit back at her (*p. 159*), one which knits and a dog which gives birth to pups at the yank of a zipper. There is a cow that gives real milk (*left*), a bear that drinks with "Lost Weekend" abandon and a doll which can actually be fed (the food is afterward removed from a cranial compartment, since even realism has its limits). Dolls can now be as much trouble as babies and, ranging as high as \$149, almost as expensive.

CONTINUED ON PAGE 159





"WEDDING ANNIVERSARY," by Douglass Crockwell. Number 22 in the series "Home Life in America," by noted American illustrators.

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindliness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION





# *This Christmas, let one of these* **fifty foremost** **Gallery Artists** *paint YOUR Personal Christmas Card*

*The most beautiful Christmas Cards ever—  
 that's what Hallmark craftsmen  
 have created in this unique  
 and exclusive Gallery Artists Collection  
 from which you are invited  
 to select your personal greetings*

HERE, IN ONE great treasury of priceless art—the Hallmark Gallery Artists Collection—you have an infinite variety of beautiful Christmas Cards from which to choose your own.

There are Hallmark Gallery Artists Cards by the Old Masters, the great romantic painters, the French Impressionists.

And cards created by the leading living painters especially—and exclusively—for this unique collection. To it, Grandma Moses adds the primitive quaintness and homespun simplicity that have made her the grand old lady of American Art. Salvador Dali, the most famous living surrealist, contributes his sophisticated interpretations of the Christmas Spirit. And Norman Rockwell brings the heart-warming touch that has made him America's most beloved illustrator.

But perhaps your taste runs more to Picasso, Renoir, Vertes. To Georgia O'Keeffe. To the charming children that Alice Schlesinger paints with such skill and feeling.

They are all here—and many more. And whatever your selection, you will find it reproduced by Hallmark Craftsmen with an excellence and elegance worthy of the great name it bears.

So ask to see the Hallmark Gallery Artists Album at leading stores in your community. Also, all the other lines of Hallmark Cards. They are widely varied in design—in appeal—in price. There are Hallmark Cards especially for men; Hallmark Cards for sophisticated tastes—or conservative tastes.

There is, in short, a Hallmark Card *particularly* for you.

# Hallmark

*Gallery Artists  
 Christmas Cards*

*"When you care enough to send the very best"*



*The Hallmark  
 Gallery Artists Collection  
 includes  
 the works of:*

CATHERINE BARNES  
 DOROTHY BLAHIN  
 MARY BLAIR  
 PAUL CEZANNE  
 MADYE LEE CHASTAIN  
 F. S. COBURN  
 SALVADOR DALI  
 ROBERT DOARES  
 ANGNA ENTERS  
 PAUL GAUGUIN  
 ESTHER GOETZ  
 DOUGLAS GORSLINE  
 EL GRECO  
 FANNY HOLTZMANN  
 LYNN BOGUE HUNT  
 CALDWELL JAMES  
 MERVIN JULES  
 LYLE JUSTIS  
 MARION KOHS  
 FRITZ KREDEL  
 MARIE LAURENCIN  
 SAUL LEVINE  
 MANLY MacDONALD  
 EDWIN MEGARGEE  
 CLAUDE MONET  
 GRANDMA MOSES  
 JON NEILSON  
 GUY de NEYERAC  
 GEORGIA O'KEEFFE  
 PABLO PICASSO  
 CAMILLE PISSARRO  
 TINA RABNER  
 NORMAN REEVES  
 AUGUSTE RENOIR  
 J. LASSELL RIPLEY  
 NORMAN ROCKWELL  
 ETHEL SACHSEL  
 EMILY SARTAIN  
 ALICE SCHLESINGER  
 A. SHERRIFF SCOTT  
 NED SEIDLER  
 HENRY STOESSSEL  
 DORIS STOLBERG  
 OTTO STORCH  
 NAHUM TSCHACBASOV  
 VINCENT VAN GOGH  
 MARCEL VERTES  
 LYND WARD  
 EDWARD WARREN  
 MAX WEBER

*and selected subjects from  
 Currier and Ives*

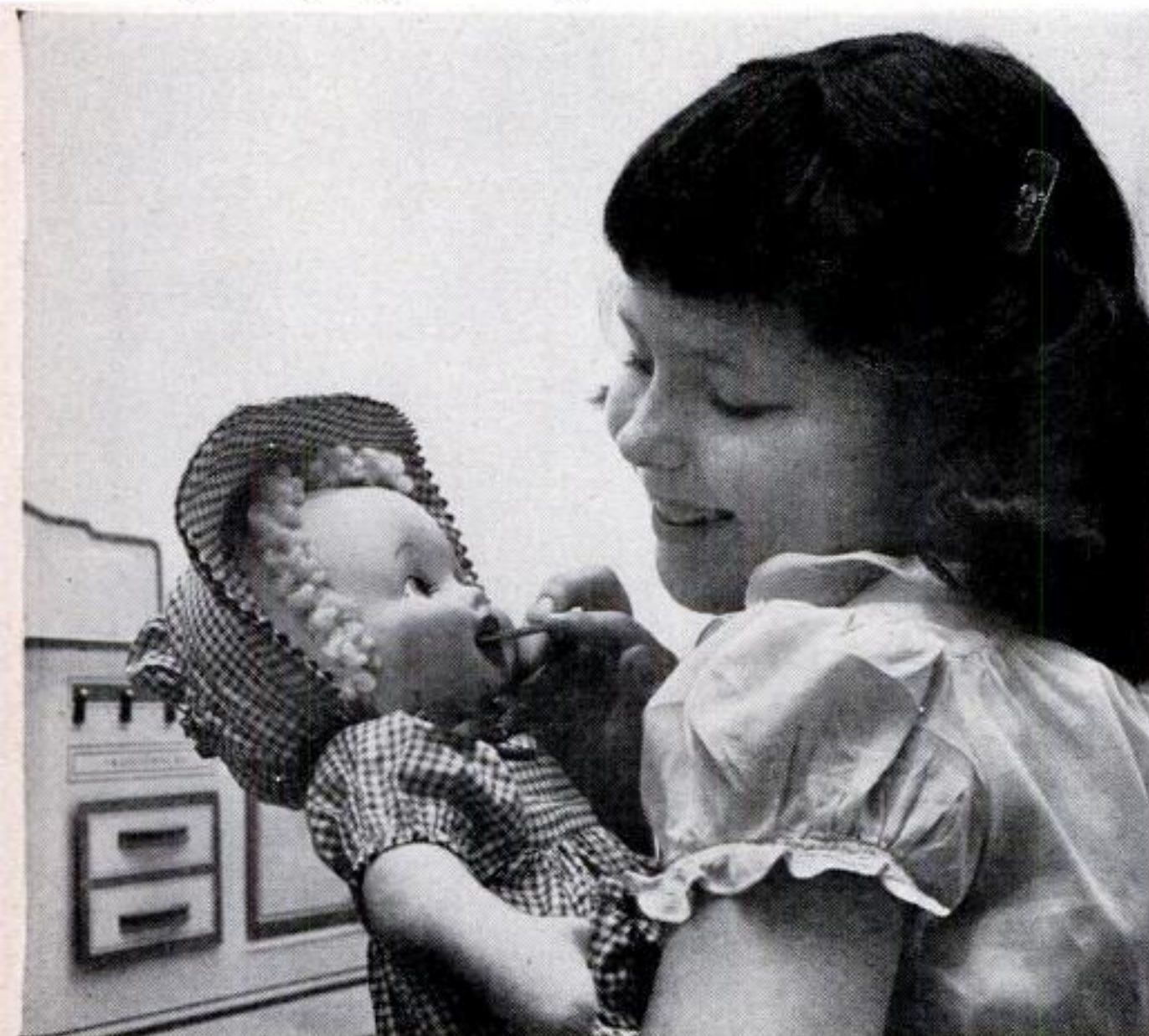




**BUBBLE-BLOWING DOLL** (\$10.95) blows real bubbles when stomach is pressed, forcing air in body out through its mouth. Hair can be shampooed.



**REGURGITATION** occurs when the same doll's stomach is pressed hard after feeding, making it spit. Maker supplies swabs with which to clean its ears.



**EATING DOLL** can be fed fragments of real cooky. These move through a passage ending in the back of head, where they are removed. Price: \$4.98.

CONTINUED ON NEXT PAGE

Man who know Wine  
keep glass filled with  
**GUILD**



**1. Abacus prove big saving**  
(it's a true luxury wine, for as little as 5 cents a glass.)

**2. Like Chinese lantern, Guild add holiday touch to meals**  
(...as only a real, bottled-in-California wine can.)



**3. One sip worth thousand words**  
(it's finer-tasting...because Guild grows each wine where that one wine grows best.)

**4. Look for the big red man on the Guild label**

**Guild Wine**

Made the skilled way...the Guild way

WINE GROWERS GUILD • LODI, CALIFORNIA





# Oh, my aching back!



and for that tired stiff arm, hip, and leg

## Here's fast relief...

● Oh, how muscles can shout with pain, after unusual work or play! Get busy . . . help Nature get them back to normal! Rub on Absorbine Jr.

Tired muscles are often *famished* muscles. Your strenuous activity has burned up the nourishment required for work. Absorbine Jr. stimulates your local circulation. This in turn enables fresh blood to bring fresh invigorating nourishment to the areas where applied. Pain eases fast, you feel limber as new . . . rarin' to go! Get a bottle of Absorbine Jr. today. All drugstores, \$1.25. W. F. Young, Inc. Springfield, Mass.



# Ah, my Absorbine Jr.

## Facts-of-Life Dolls CONTINUED



**HARD-DRINKING BEAR** (\$149) pours cup full, tilts head back, drinks liquid, which returns through arm to bottle. It wassails until mechanism stops.



**MIRACLE OF BIRTH** is made painfully clear by Puppies Dog, out of whose zippered abdomen pop three little strangers. Puppies Dog's price is \$4.95.



**KNITTING RABBIT** nods its head and, while its mechanism unwinds, knits the tiny garments traditionally needed by rabbits. Imported, it costs \$32.50.

Top PERFORMANCE

# REGENS

FULLY AUTOMATIC

## STORMLITER

... Bottom PRICE



- Just press to light
  - Always works in any weather
  - Slide-out tank lights pipes, too
  - Guaranteed against mechanical defects
  - In nickel, chrome, enamel or etched finish
- Use Regens Yellow Flints and Regens Lighter Fluid for best results

\$1.50 TO \$2.50

AT BETTER JEWELRY, DRUG AND TOBACCO STORES  
Regens Lighter Corporation, 2 East 46th St., N. Y. 17

flower-fresh . . .  
just wonderful!  
for golden-cruised  
donuts at their best



always pick

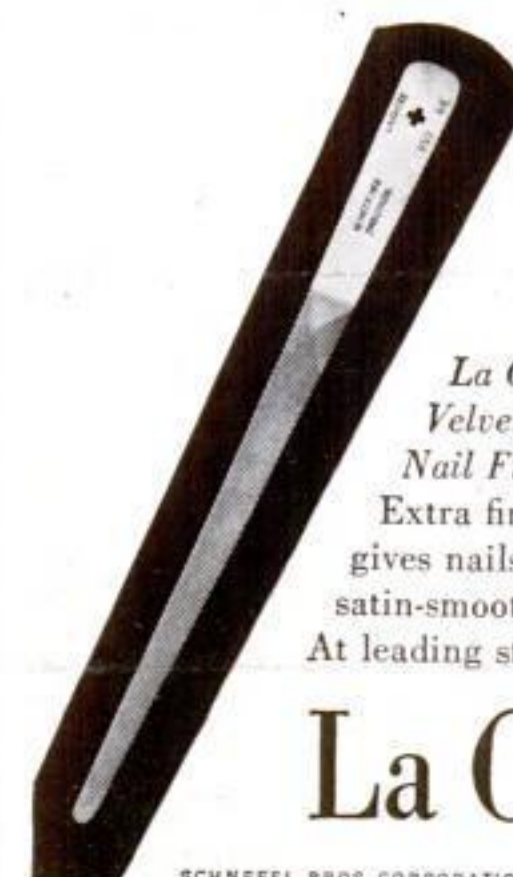


# mayflower

FRESH DONUTS

MADE BY BETTER BAKERS / SOLD BY BETTER GROCERS  
Enjoy them at Mayflower Shops, coast-to-coast

A MASTERPIECE OF PRECISION



La Cross  
Velvet Flyer  
Nail File  
Extra fine triple cut  
gives nails a  
satin-smooth finish.  
At leading stores—60¢

## La Cross

SCHNEFEL BROS. CORPORATION, 630 FIFTH AVE., N. Y. 20

## Remember!

# NO ONE Outgrows the Need FOR MILK

AMERICAN DAIRY ASSOCIATION  
Chicago 6, Illinois



THERE'S EXTRA WEAR  
IN THAT FAVORITE PAIR  
SEE YOUR SHOE REPAIRMAN

TIOGA OAK  
SOLE LEATHER

EBERLE TANNING CO., WESTFIELD, PENNA.

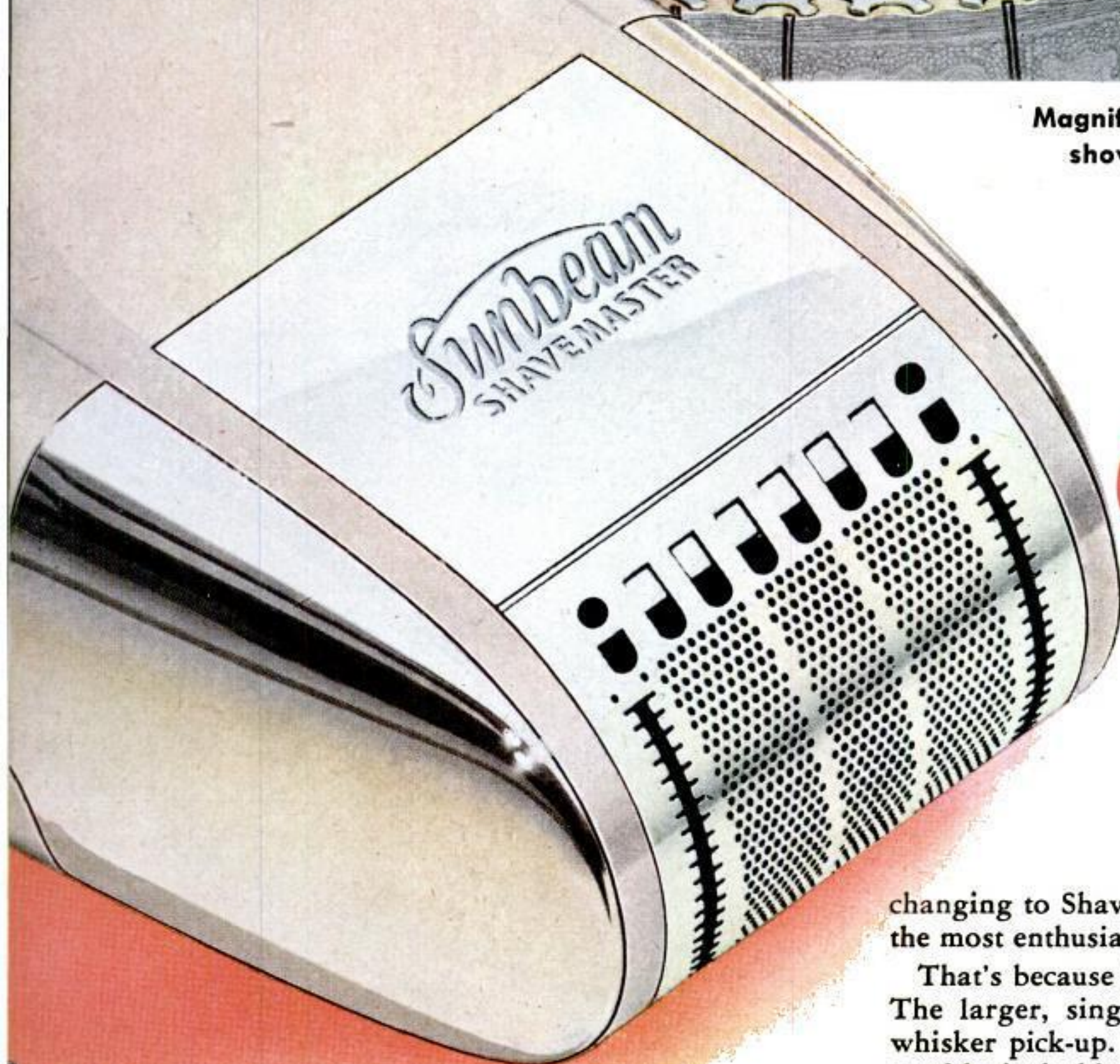


# This Bigger **SINGLE** Head

*gives you Faster Whisker Pick-up...*



Magnified cross-section of Shavemaster's **BIGGER SINGLE HEAD** showing why it shaves close as a straight-edge and faster



## Sunbeam

### SHAVEMASTER

REG. U. S. PAT. OFF.

for **QUICKER, CLOSER, COMFORT-SHAVES**

ONLY AFTER YOU'VE ACTUALLY USED the New Sunbeam Shavemaster will you appreciate why thousands of men who were formerly skeptical of electric shavers are changing to Shavemaster every day. They not only *like* Shavemaster—they are the most enthusiastic body of boosters any product ever had.

That's because Sunbeam Shavemaster has *one* head—one lightning-fast cutter. The larger, single head has a greater continuous-shaving-surface for faster whisker pick-up. No beard too tough—no skin too tender. Inside this 2-thousandths-inch-thin screened head a single hollow-ground cutter with double shaving edges shaves close as a straight-edge, and faster. This exclusive shaving principle is completely different from all others. It's patented.

Whether you're a soap-and-blade veteran, or have used other electric shavers, Sunbeam Shavemaster can give your face a new lease on life. But better than anything we might say—ask the man who has tried them all, and convince yourself. See Sunbeam Shavemaster at your dealer's.

#### POWERFUL Self-starting "REAL" MOTOR

This famous Sunbeam real armature-type self-starting power plant makes possible Shavemaster's greater power and cutter-speed. It's another exclusive advantage you get in Shavemaster. Another reason for its lasting, unbeatable performance.

Note magnified view of comb and cutter above.

Why we use **ONE Bigger Single Head** instead of a multiplicity of small heads



NEW Shavemaster Model S

This **BIGGER** Single Head with continuous-round shaving surface and greater cutter speed gives you faster whisker pick-up.



Multiple Heads

Sunbeam's bigger single head surpasses many smaller heads in the number of shaving actions (per sq. in. of face) and in cutter speed.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

**ASK THE MAN WHO HAS TRIED THEM ALL!**



Pick **Brach's** Chocolate Mint  
and you pick the finest!



Pick Brach's CANDY TWINS and your pleasure comes in pairs! TWINS INSIDE! These Brach's candy bars are twin-wrapped -- two treats in one for handy eating.



**Brach's**  
FINE CANDIES





A BABY KANGAROO LAPS UP MILK FROM THE HAND OF ITS NEW MASTER

## ORPHAN KANGAROOS

Two lost babies find another pouch to sleep in

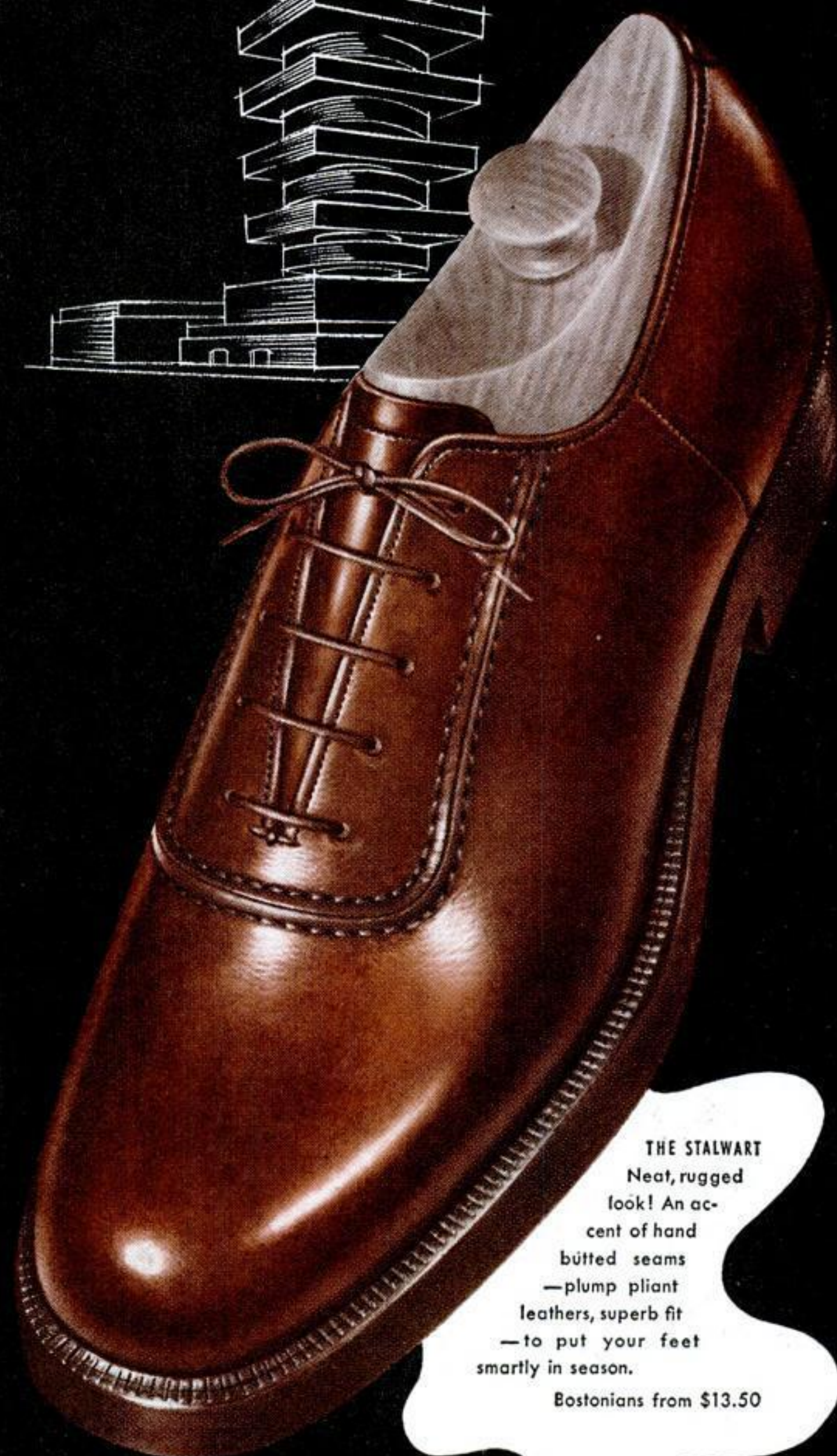
The safest spot for a baby kangaroo is in its mother's pouch. But pouches proved no sanctuary for the pair of kangaroos shown below. They were bouncing about Australia's bushlands when some hunters sighted their mothers who, in running away, tossed their babies out. The babies would have died had not Bobby Bristol (*above*) and his brother found them, brought them back to Sydney and tried to introduce them to civilization. The boys persuaded the orphans to eat dairy milk and dry cereal but they can do nothing about sleeping habits. At night, tired from a hard day of hopping, the babies will not sleep until, as a substitute for a pouch, they are hung up in the burlap bag below.



IN IMPROVISED POUCH, which is made from an old sugar sack, the two baby kangaroos sleep peacefully. The one on left is 4 months old, the other 3.

CONTINUED ON NEXT PAGE

## Bostonians modern rugged



THE STALWART  
Neat, rugged  
look! An ac-  
cent of hand  
bùtted seams  
—plump pliant  
leathers, superb fit  
—to put your feet  
smartly in season.

Bostonians from \$13.50

## Bostonians

WHITMAN, MASSACHUSETTS





**SYLVANIA**  
40W WARMTONE  
MADE IN U.S.A.

Only these  
fluorescent lamps

***LIGHT SO BRIGHT!***  
***LAST SO LONG!***

Tests prove it: you get far more for your money from **SYLVANIA** fluorescent lamps!

Even if you were to pay more than the regular price for them, Sylvania fluorescent lamps would still give you far more for your money. Why? Because tests prove that Sylvania's new, improved lamps

deliver more light—for a longer time—than ever before in lighting history. Write for the full story of "Fluorescent at its Finest!" Address Sylvania Electric Products Inc., 500 Fifth Avenue, New York 18, New York.



### **NEW "WARMTONE"**

...first fluorescent lamp with the familiar warm color tone of a regular electric light bulb!

At last you can enjoy modern Sylvania fluorescent in the color tone of light you like and are used to.

***BEST LIGHT  
IN SIGHT!***

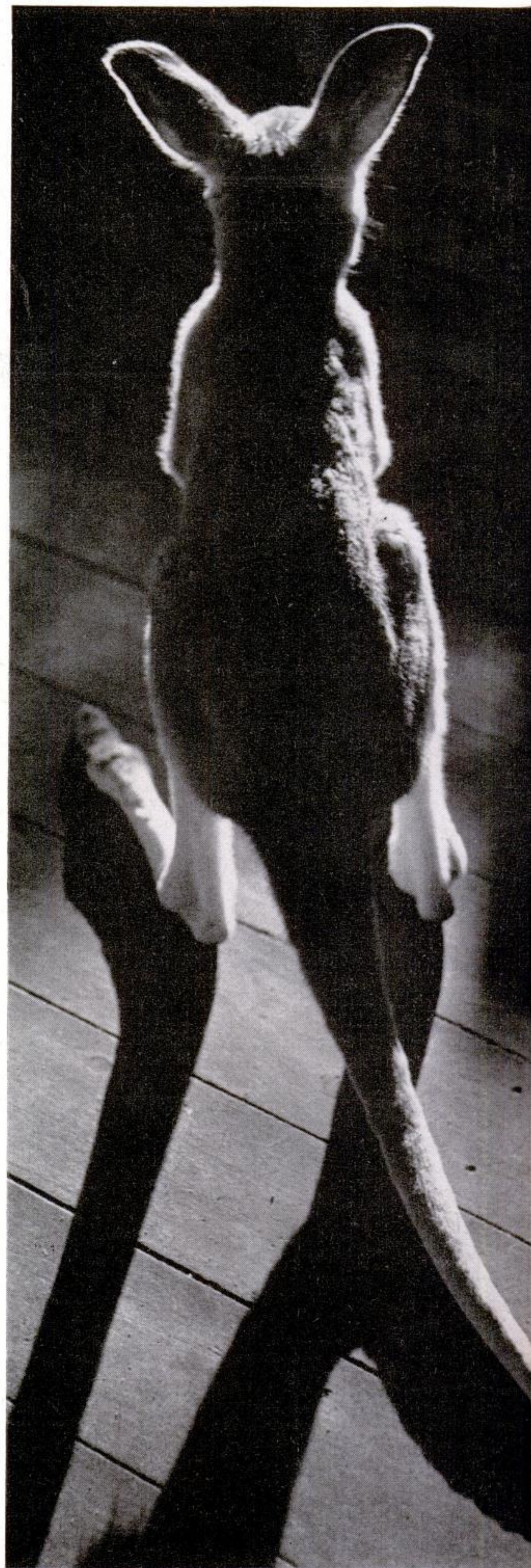
**SYLVANIA  
LIGHT BULBS!**



# SYLVANIA ELECTRIC

MAKERS OF FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES, ELECTRIC LIGHT BULBS, PHOTOLAMPS, RADIO TUBES, TELEVISION TUBES, ELECTRONIC DEVICES

## Baby Kangaroos CONTINUED



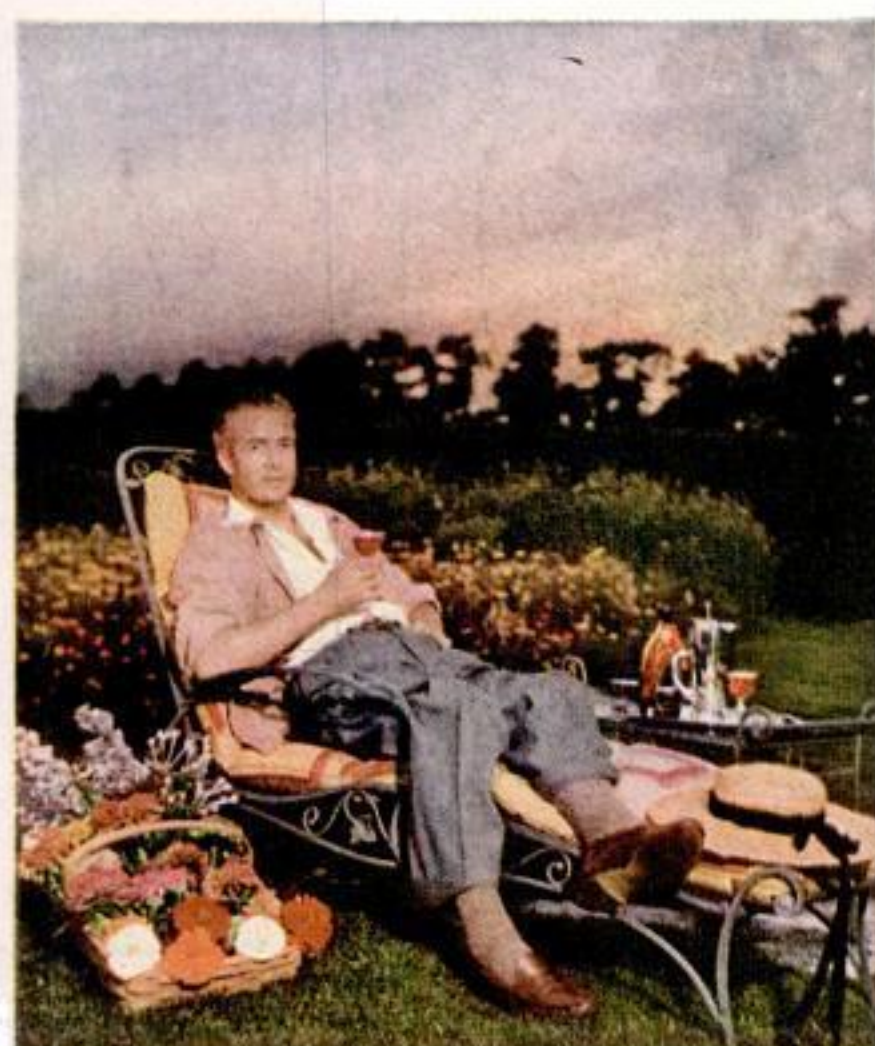
**SITTING DOWN**, the kangaroo baby uses its tail to balance itself. A healthy kangaroo, with the help of its tail, can broad-jump 26 feet without falling over.



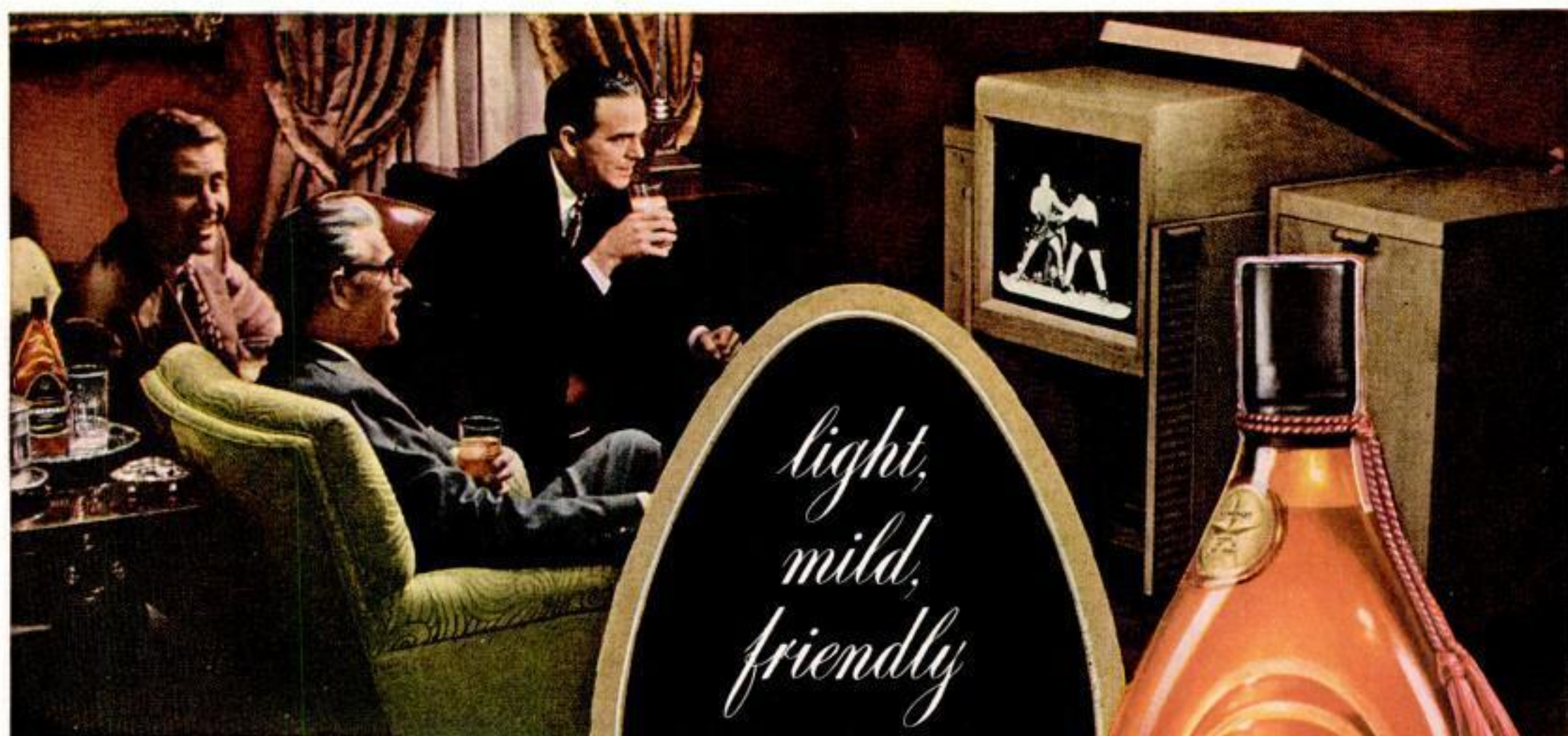
# When day is done...

you  
deserve  
**SCHENLEY**

To a yachtsman, hoisting the cocktail flag is a perfect end to a perfect day. It invites friends aboard for a mellow Schenley highball while they talk of the day's run.



When a gardener's chores are done, "all's right with the world" as he enjoys his autumn flowers and sips his well-earned reward—a Schenley Manhattan.



Yachtsman, gardener, or armchair sportsman—whatever your pleasure when day is done, you deserve mild, mellow Schenley.

light,  
mild,  
friendly  
**SCHENLEY**



*Rare Blended Whiskey from Schenley the House of Aged Whiskies*

**RARE PRE-WAR QUALITY** • The straight whiskies in this product are 5 years or more old. 35% straight whiskey. 65% grain neutral spirits. 86 Proof. 10% straight whiskey 5 years old. 21% straight whiskey 6 years old. 4% straight whiskey 7 years old.

COPR. 1948, SCHENLEY DISTILLERS CORP., NEW YORK CITY

Available in the distinctive decanter as well as the familiar round bottle. In both, traditional Schenley quality →



A Schenley Mark of Merit Whiskey





## Pause to Refresh... Have a Coca-Cola

Lots of good ideas start at the soda fountain where friendly folks talk things over. They get so much satisfaction from *the pause that refreshes* with ice-cold Coca-Cola that many fountains now offer

an added convenience. They have the handy 6-bottle carton of Coca-Cola... so welcome by all the family. Enjoy a refreshing pause with a frosty Coke and prepare for six more like it at home.



COPYRIGHT 1948, THE COCA-COLA COMPANY